Empathy Map Canvas

Date	22 June 2025
Team ID	LTVIP2025TMID48669
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis.
Maximum Marks	4 Marks

TITLE :

Visualization Tool for Electric Vehicle Charge and Range Analysis.

Team ID : LTVIP2025TMID48669

Team Members :

Team Leader : Likitha Dadi
Team member : Ella Likhitha
Team member : Gandi Dinesh
Team member : Allada Vasanth
Team member : Goona Ganapathi Swamy

👤 **User: EV owner (individual or fleet manager)**

Thinks	Feels
"Where can I charge next?"	Frustrated by lack of live info
"Will I have enough range?"	Anxious about getting stranded
"How efficient is my EV usage?"	Curious and data-driven

Says	Does
"I need a better way to plan."	Checks multiple apps/manual logs
"Charging takes too long."	Looks for nearest station often
"The dashboard should help me."	Uses visual tools and data

This map guided the feature selection for the dashboard, focusing on real-time data, ease of use, and clear visuals.

Says

"It's hard to combine multiple data sources into one meaningful story."

"I need to clearly understand charging station availability across regions."

"Customers ask about range predictions based on actual road conditions."

"We have the data, but visualizing it for decision-making is difficult."

Thinks

"If this tool is powerful enough, it could influence policy planning."

"We must show trends in infrastructure growth to the leadership."

"How can I use this data to drive smart decisions?"

"Will better visualizations reduce range anxiety for EV users?"

Likitha Dadi

A data analyst working with an EV manufacturing company in India. He wants to provide meaningful insights to both internal stakeholders and end-users using real-time and historical EV data.

Downloads CSVs, SQL dumps, and integrates MySQL databases.

Builds Tableau dashboards with filters and story points.

Runs exploratory data analysis to identify key insights.

Frustrated with raw data scattered across sources.

Overwhelmed when facing non-integrated dashboards.

Anxious to meet deadlines for stakeholder reports.

Does

Prepares reports for different teams – marketing, logistics, leadership.

Feels

Excited by the potential of combining Tableau and EDA for better insights.