

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says What have we heard them say? What can we magine them saying? Range Anxiety: One of the biggest concerns that people have about electric vehicles is or remote areas. the limited range. Some worry that they won't be able to travel as far as they need to before needing to recharge the

Battery Technology: There is ongoing debate about the efficacy of current battery technology for electric vehicles, with some arguing that it's not yet advanced enough to offer sufficient range or longevity.

battery, especially on longer

trips. This has been referred to

as "range anxiety."

Charging Infrastructure: Another concern is the availability and accessibility of charging stations. While the number of charging stations is growing, some people worry that they won't be able to find a charging station when they need one, especially in more rural

mprovements: Many people are excited about the potential of electric vehicles and see improvements in battery technology, charging infrastructure, and affordability as key to increasing their adoption. As electric vehicles become more prevalent and affordable, more people may be willing to make the switch to electric vehicles.

Wants: People want electric vehicles to offer a range that is comparable to traditional gasoline-powered vehicles, without the need for frequent charging stops. They also want a charging infrastructure that is convenient, accessible, and widespread, so they can easily charge their vehicles when they need to.

Thinks What are their wants, needs, hopes,

might influence their behavior?

and dreams? What other thoughts

Needs: People need electric

vehicles to be affordable and

reliable, with a range that meets their daily driving needs. They also need a charging Hopes: Many people hope that infrastructure that is accessible electric vehicles will reduce air and user-friendly, so they can pollution, improve public charge their vehicles without hassle or inconvenience. health, and combat climate change. They also hope that vehicles will spur innovation and investment in clean energy

> Dreams: Some people dream of a future where electric vehicles are the norm, and gasoline-powered vehicles are a thing of the past. They envision a world where cities are cleaner and quieter, and where renewable energy sources power transportation and industry.

Visualization Tool for Electric Vehicle Charge and Range Analysis



Importance of education and awareness: Educating the public about the benefits and limitations of electric vehicles can help to alleviate concerns and encourage more people to consider making the switch.

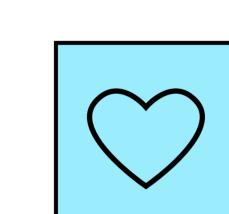
Excitement about environmental benefits: On the other hand, some people may be excited about the prospec of owning an electric vehicle due to the environmental benefits, lower maintenance costs, and potential fuel

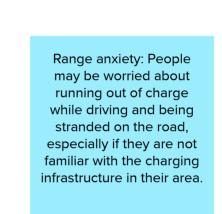
savings.

Willingness to adjust driving habits: People who are interested in electric vehicles may be

willing to make changes to their driving habits and schedules to accommodate for charging stops

Concerns about range anxiety: Some people may be hesitant about switching to electric vehicles due to worries about the limited range of the vehicle and the availability of charging stations.





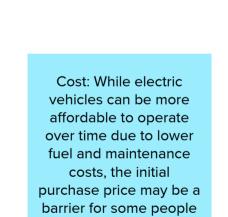
the adoption of electric

technology, creating new jobs

and economic opportunities.

Inconvenience: Charging an electric vehicle can take longer than filling up a tank o gas, which may be frustrating for some people who are used to the speed and convenience of traditional gas-powered vehicles.





Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

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Does What behavior have we observed? What can we imagine them doing?

