

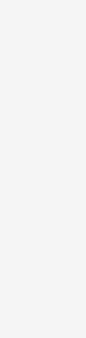
Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

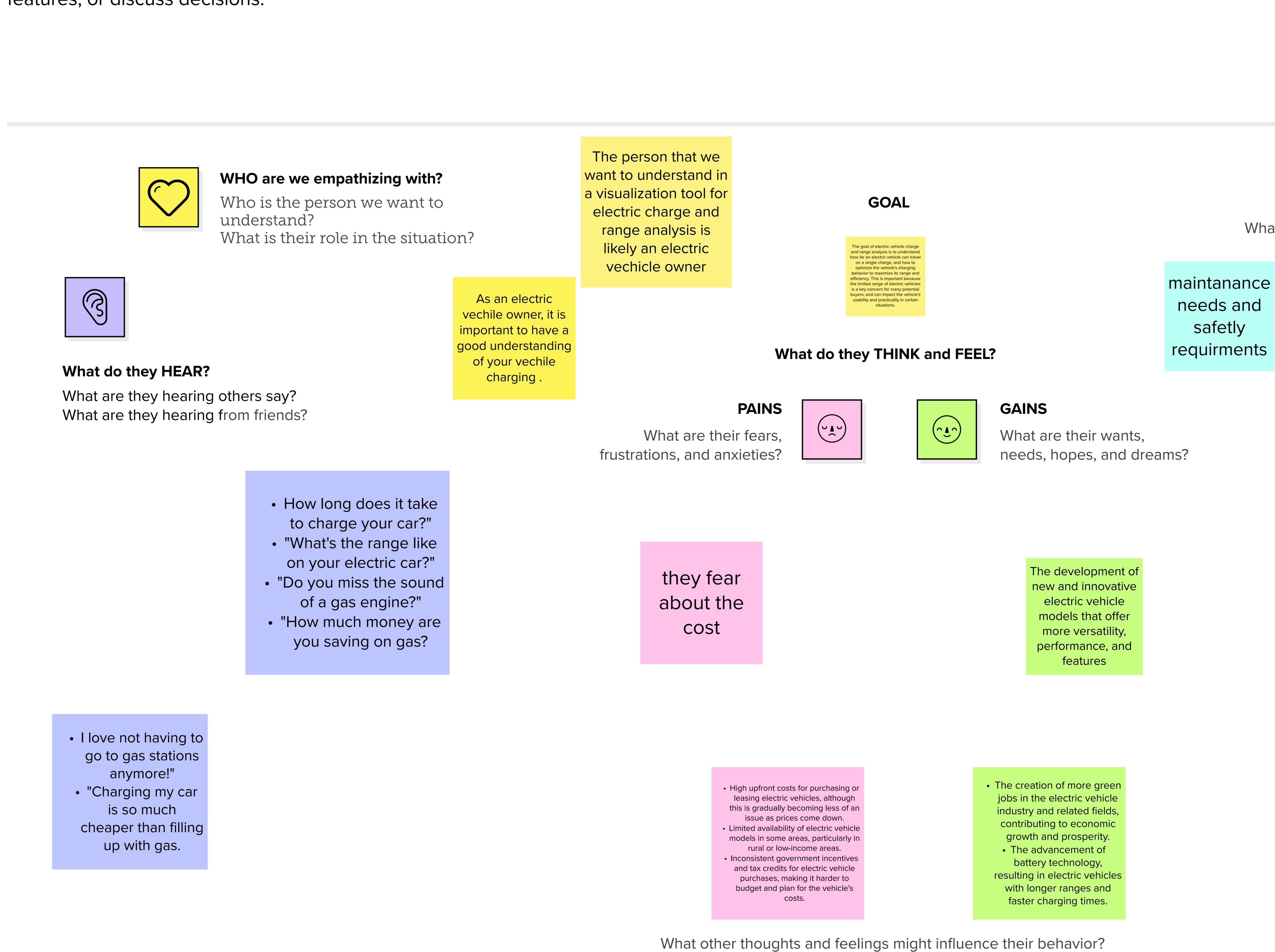






Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



They may imagine electric vehicle owners as community leaders who are actively engaged in promoting electric vehicle adoption and

communities.

What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?

Social influence: Some electric vehicle owners may be influenced by the attitudes and behaviors of their social network, including friends, family, and online communities. infrastructure development in their local

Economic factors: Some electric vehicle owners are motivated by the lower operating costs of electric vehicles, such as lower fuel and maintenance costs, and potential tax incentives and rebates.

Type your paragraph...

 They may have a more positive attitude towards renewable energy and clean transportation They may be willing to invest time and money in maintaining and upgrading their electric vehicle and charging infrastructure. They may be open to discussing their experiences with electric vehicle ownership and sharing their knowledge with others.

 Tips and advice for maintaining and optimizing

the performance of their electric vehicles. User-generated content and discussion forums related to electric vehicle ownership and maintenance. Social media content and influencer accounts related to electric vehicles and sustainable transportation.

lifetime cost

are lower

What do they need to DO?

What do they need to do differently?

What decision(s) do they need to make?

What job(s) do they want or need to get done?

Increase

safety in

climatic

conditions.



emit frwer

greenhouse

gases.

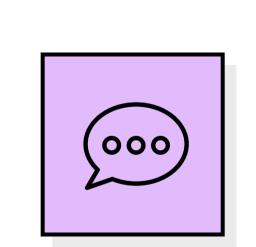
when they

brought the

new tested

vehicle.

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



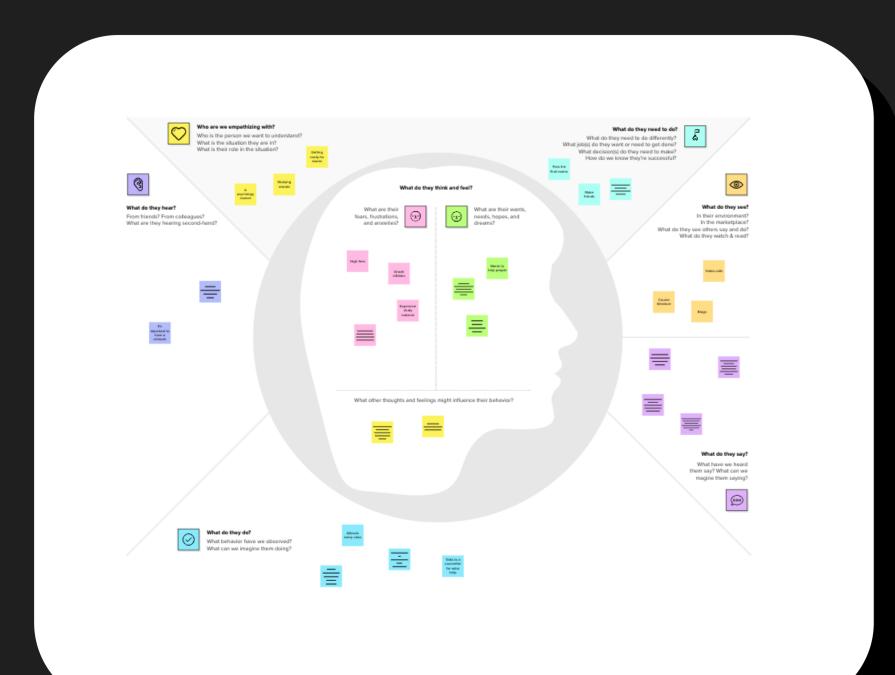
What do they SAY?

What have we heard them say? What can we magine them saying?

Charging time: EV owners may discuss the amount of time it takes to charge their vehicle, which can vary depending on the charging method used. For example, Level 1 charging from a standard wall outlet may take several hours to fully charge the battery, while Level 3 DC fast charging can provide an 80% charge in as little as 30 minutes.

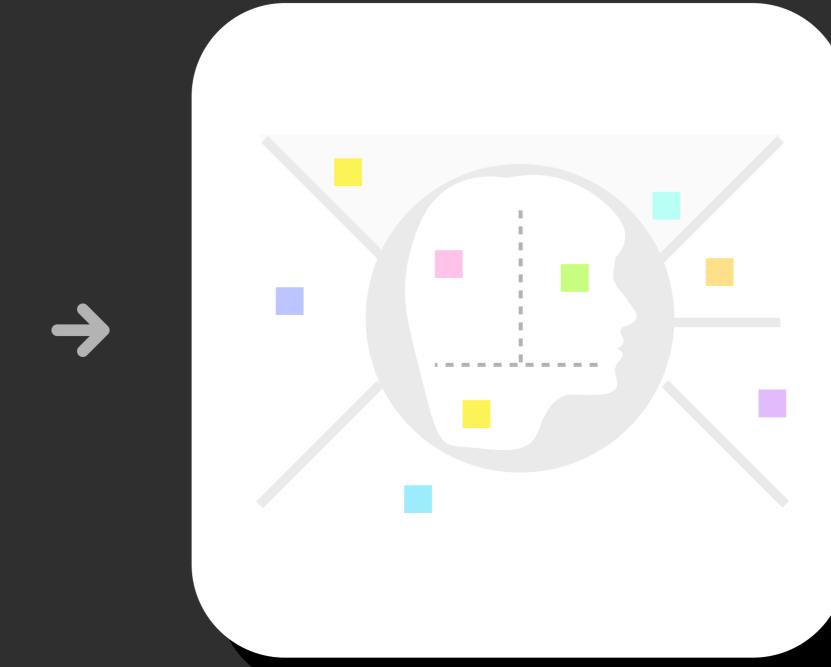
> I need to find a charging station soon. My battery is getting low." "I wish this charging station had a faster charger. I don't have time to wait for hours." "I'm worried about running out of range before I reach my destination. I hope there are more charging options along the way."

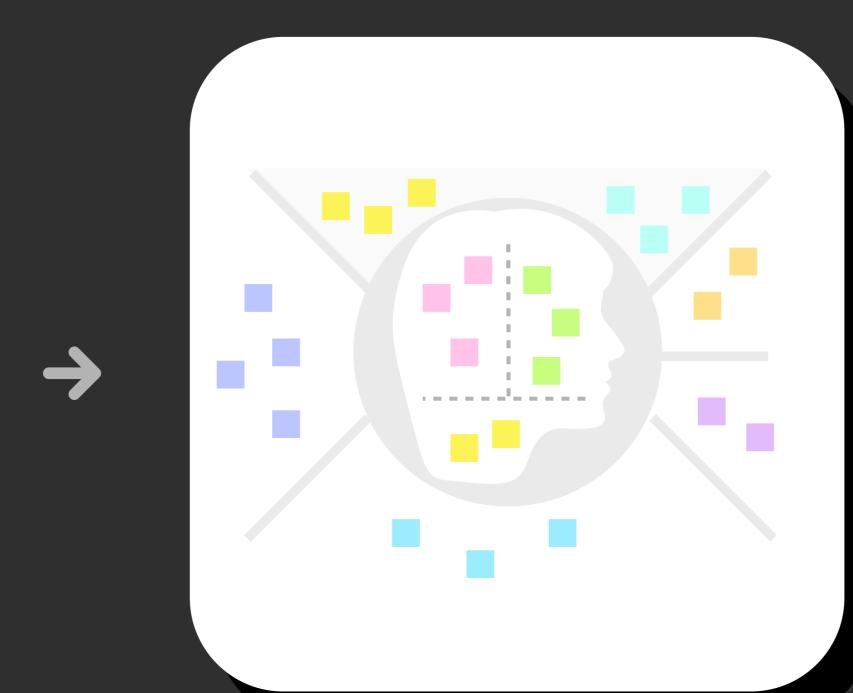




Need some inspiration? See a finished version of this template to kickstart your work.







Connecting with other electric vehicle owners through online

forums or social media groups.

• Advocating for electric vehicle

adoption and infrastructure

development in their local

community or government.

related to electric vehicle

awareness or sustainability.

Keeping up with the latest news an

advancements in electric vehicle

technology and policy.

Participating in events or campaign