Thinks Says What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? Which How long vehicle uses How often a high does a do I need to voltage battery charge it? battery? lost? What is a Which country has time of use the most EVs rate(TOU)? Is it costly? per capital? What is the range issue with electric vehicles? How long Is EV does it take cheaper A hydrogen How can you to charge? than petrol fuel cell vehicle identify a is a type of high voltage electric cable? vehicle? USER SHOCK: 1.For high electric bill Avoid complete battery 2.Higher drain purchase cost SUFFER: 1.Long RELIEF: Drive in Avoid No noise recuperation charging time charging in sunlight 2.Low top mode pollution speeds CONVINATE: To charge at Drive home easy and smooth CURIOSITY: Electric SADNESS: vehicles are Problems easy to drive with the Consider power Maintain moving to infrastucture your EV solor SHOCK: Higher energy purchase cost **Feels Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed?

What can we imagine them doing?

influence their behavior?