# Ideation Phase
## Empathize & Discover

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|---|---|
| Date | 25 June 2025 |
| Team ID | LTVIP2025TMID20808 |
| Project Name | Visualization tool for electric vehicle charge and range analysis using Tableau |
| Maximum Marks | 4 Marks |

## Empathy Map Canvas

The empathy map focuses on understanding EV consumers who are interested in efficiency, affordability, and availability of charging infrastructure. Users are influenced by what they see in advertisements, hear from peers, and feel in terms of financial impact and environmental responsibility.

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# EMPATHY MAP

**Visualization Tool for Electric Charge & Range Analysis**

**SAYS**
- Where can I charge my EV?
- How far can I drive on a charge?

**THINKS**
I need to plan my trips

Is my battery usage efficient?

**DOES**
- Checks range frequently
- Looks for charging stations

**FEELS**
Concerned about running out of charge

Wants to reduce range arxiety