

Ideation Phase

Empathize & Discover

Date	25 June 2025
Team ID	LTVIP2025TMID20808
Project Name	Visualization tool for electric charge and range analysis
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

