



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 imagine them saying?

Thinks

What are their wants, needs, hopes,
and dreams? What other thoughts
might influence their behavior?

About 87% people believe that reducing air pollution is the biggest reason for them to purchase an electric vehicles and not rising fuel prices

People prefers electric vehicles because it's running cost is much lower than an equivalent petrol or diesel vehicle

As people learn that electric vehicles have many superior features including better acceleration, handling and torque and prices come in line with conventional auto makes, EV Appeal will continue to grow

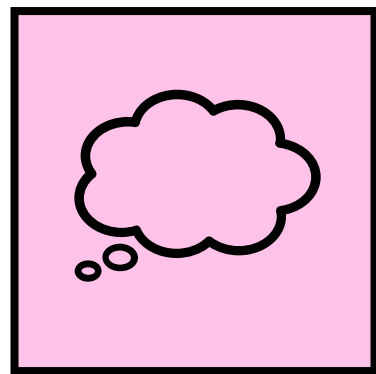
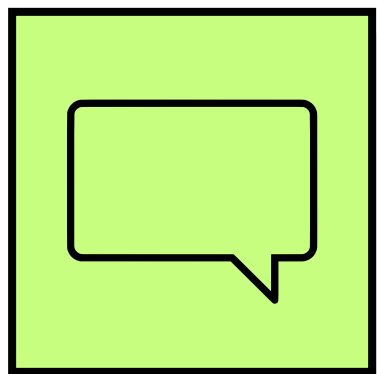
Electric vehicles have very low maintenance costs because they don't have as many moving parts as an internal combustion vehicle

Electric charging stations are still in the development stages it needs to be implemented fast

When compared to conventional automobiles, electric vehicles have a shorter driving range so it need to be increased

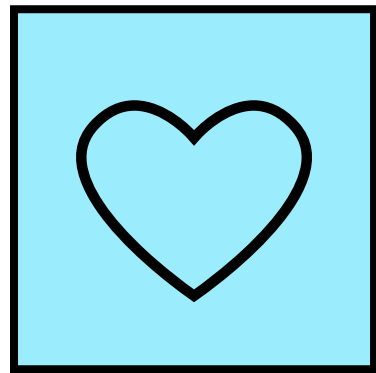
Electric vehicles are limited by range and speed it should be increased

Government should provide money saving initiatives to encourage buying an electric vehicles



THARA

DATA ANALYST



Consumers are further interested to know how much would they be saving on their fuel expenses if they switch to EVs.

If manufacturers can present an estimate of long-term fuel savings, that can really win the buyers confidence and influence their purchase decision in favor of the electric vehicles

For many of the people, buying electric vehicle which is a sleek process as the consumers take into consideration where many factors influence internally and externally which affects on decision of buying

Even though Indian consumers are looking out for a lower price point compared to consumers in other countries, they are nevertheless open to accepting a slightly longer charge time and a range

One of the fear about electric vehicles is that the battery will run out of charge before reaching their destination

Range anxiety is scaring people away from electric vehicles

The unavailability and unreliability of public chargers remain a problem which is one of the frustration among electric vehicles

Electric vehicles owners are increasingly frustrated with home charging and it should worry every electric car maker

Does

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

Feels

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