

# Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



## **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 magine them saying?

In eletric cars using the LITHIUM BATTERIES, LEAD ACID BATTERIES, SLI BATTERIES and DEEP CYCLE BATTERIES.

Electric cars are better for the environment and fuel vehicles emits harmful gases like carbon due to PETROL or DIESEL.

Electric
vehicles can
use AC or
DC MOTORS

Electric vehicles are

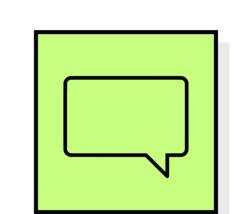
HIGH COST so the

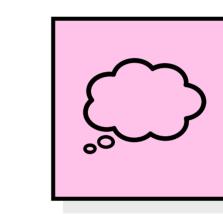
majority people are

not used the

ELECTRIC

VEHICLES





#### Thinks

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

The annual cost to POWED an ELECTRIC VEHICLES

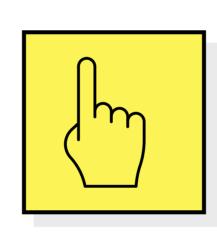
Electric vehicles
powered naturally
with RENEWABLE
RESOURSE like
SOLAR, WIND and
WATER POWER

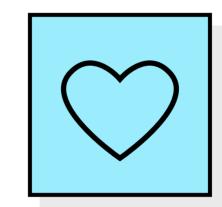
Recyled LITHIUM ION
BATTERIES from
electric vehicles could
provied a valuable
SECONDARY SOURCE
OF MATERIAL

## Electric vehicle

The electric motors
gets ENERGY from a
controller, which
regulates the amount
of power based on
the DRIVER'S use of
an accelerator pedal

Saving the cost of PETROL and DIESEL value by the electric vehicles





Electric vehicles coverted around 60% of the ELECTRICAL ENERGY from the grid to power the wheel

AIR
POLLUTION
are control by
the electric
vehicles

Electric
vehicles are
produce
much LESS
NOISE

### 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?

Share template feedback

