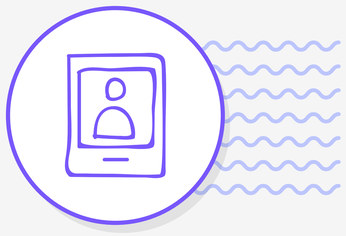
Template



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.

Share template feedback

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?

The modern mechatronic vehicle marries electrical storage and propulsion systems with electronic sensors, controls, and actuators, integrated closely with software, secure data transfer, and data analysis,

the run those data analytics

Advances in all these areas have contributed to the overall rise of EV's, but the common thread that runs through all these elements is data analytics.

Thinks

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

Electric storage and propulsion system with electric sensors controls and integration closely

software secure data transfer to from a comprehensive transportation

the electric vehicle is not new but it has been receiving significantly more attention in recent year

visualization tools for electric vehicle charge and range analysis

Does

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

common thread that runs through all these element is data analytics

the analystics and battery technologies have led to increased autromotive market share

the software secure data transfer and data data analysis ta from a compreshive transport solution

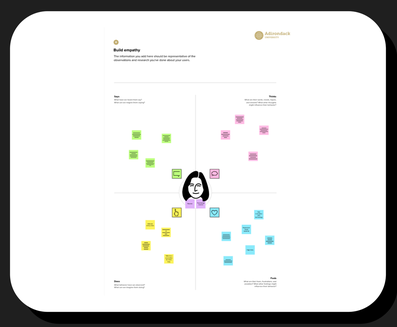
Feels

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

A vehicle the can be powered by an electric more than drawn electricity from the battery and its capable

electric motor instead of an internal combustion engine

its very useful for using the techinequ in the motor electric



Need some inspiration?

See a finished version of this template to kickstart your work.

Open example →