

## Empathy map

ELECTRIC VEHICLE USE ELECTRICITY
TO CHARGE THEIR BATTERIES TO
INSTEAD OF USING FOSSIL FUELS LIKE
PETROL OR DIESEL.ELECTRIC
VEHICLES ARE MORE EFFICIENT, AND
THST COMBINED WITH THE
ELECTRICITY COST MEANS THAT
CHARGING AN ELECTRIC VEHICLE IS
CHEAPER THAN FILLING PETROL OR
DIESEL FOR YOUR TRAVEL
REQUIRMENTS





## **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.





