



Empathy Map

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?

Take too much time for Charging

no idea
about types
of charging

availability
of Limited
models

Not suitable
for long
travelling

inadequate
Charging
stations

Which EV should I Buy

Affordable EV

High Range
covering

sporty looks

Best
Bootspace
availability

High Capacity Battery

Visualization Tool For Electric Vehicle Charge And Range Analysis

Locations of Charging stations

List out the Brands

lack of
service
centers

Providing
prices of
various EV

Speed of EV is Limited

insufficient
Charging
Stations

Charging Time

problem in
Resale value

Price is too high

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?