

Ideation Phase

Empathize & Discover

Date	3 February 2026
Team ID	LTVIP2026TMIDS82973
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, visual tool used to understand the behaviors, needs, and emotions of a potential electric vehicle (EV) buyer. In this project, the empathy map focuses on individuals in India who are exploring or planning to purchase an EV. By mapping out what the user thinks, says, does, and feels, we gain valuable insight into their challenges — such as charging availability, pricing confusion, and lack of clear comparisons.

Example: Understanding the EV Buyer's Mindset

