

Empathy Map

User Profile

The main users of this project are students, researchers, and data analysts who want to understand Electric Vehicle (EV) trends using visual dashboards.

What the User THINKS

- Needs simple comparison between EV models.
- Wants insights instead of raw data.
- Interested in EV performance, price, and efficiency.

What the User FEELS

- Confused by large datasets.
- Finds raw numerical data difficult to analyze.
- Prefers visual explanations.

What the User SEES

- Multiple EV brands and specifications.
- Charging station information across regions.
- Complex tables without clear insights.

What the User DOES

- Uses dashboards to analyze data.
- Applies filters to compare vehicles.
- Navigates stories for step-by-step insights.

User Needs

- Clear and interactive dashboards
- Easy navigation
- Visual comparison of EV metrics
- Fast understanding of trends

Expected Gains

Users can easily understand EV market trends, compare vehicles, and analyze charging infrastructure through visual analytics.