Ideation Phase

Empathize & Discover

Date	25 February 2026
Team ID	LTVIP2026TMIDS40890
Project Name	Visualization Tool For Electric Vehicle Charge and Range Analysis
Maximum Marks	4 Marks

Empathy Map :

The empathy map is created to understand the needs and challenges of users analyzing Electric Vehicle (EV) data. Users such as analysts, students, and EV enthusiasts need clear insights about vehicle range, charging stations, efficiency, and pricing. By identifying what users think, feel, see, and do, the project helps design dashboards that simplify EV data analysis and improve decision-making.

Second Hand Buying & Selling Car
Empathy Map

Buyer

Seller

Says

- Want car which is driven less kilometer.
- Need a best car under budget.
- Want a test drive before purchase.
- Scratch / Dent free car is the best selection to buy a pre owned car.
- Pre owned car we provide is fully inspected.
- We have varieties when it comes to purchase second hand car.
- Car purchased should fulfill the customer desire.
- Pre owned cars in our website are form trusted and true owners.

Thinks

- Best car condition at reasonable price.
- A perfect car for the family need.
- Brand new feeling in secondhand car.
- Want a car which is driven for two years or less.
- Customers should be satisfied with the purchase.
- Our Second hand car should be better than competitors in the market.
- Create a good customer relationship.

Does

- Not doing correct research on pre owned car.
- No expert advice taken.
- Check all the paper work before closing the deal.
- Provide discount for customer satisfaction.
- Buy a 3rd/4th owned car without proper knowledge.
- Do not provide test drive.
- Not properly Refurbished cars.

Feels

- All the components should be working.
- Should not be caught into fraud dealers.
- Good quality car at best deal.
- Our Second hand car condition should reach the customers need.
- Pre owned car receive in their shop must be best in condition.
- Price should be negotiable.
- To get a good margin of profit.