Visualizing for Electric Vehicle an... EMPATHY MAP Identifying stakeholder behaviour Influence what does (s)he HINK & FEEL? factor for What really counts Electrical Worries & aspirations vehicle what does (s)he SEE? Design What the boss says W hat the market offers What influencers say Battery System Attitude in public Appearance Behaviour towards others Advantages Environment of Electric GAINS 🙂 **PAINS** and Health Vehicle "wants"/needs frustrations measures of success obstacles EVENT DESIGN collective 2018 EVENT DESIGN COLLECTIVE GMBH EVENT DESIGN USING THE EVENT CANVAS™ METHODOLOGY Source: adapted from XPLANE www.eventcanvas.org

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