

## Ideation Phase

### Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID47712
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

