EV DASHBOARD

Smart Electric Vehicle Comparison & Charging Insights

Scenario: A user wants to compare EVs and charging stations to make a smart decision.		Enter When they start researching EVs (visiting sites, looking at specs, etc.).	Engage When they actively the dashboard.	compare options, get co	nfused, and try	Exit After using the dashboard and finalizing their decision.	Extend After buying the EV or sharing feedback with others.
Experience steps What does the user experience at each stage?	Sees EV ads or rising fuel prices on social media Sets curious and starts searching for EV comparisons	Visits multiple websites to compare EV models and features	Opens the EV Dashboard and explores available filters	Clicks on charging station map to view	Uses KPI summary cards for brand comparison	Finalizes a shortlist of 1-2 EVs that fit their needs	Follows up with an EV showroom to book a test drive Fevisits the dashboard later to check updates models or prices
	Learns that EVs are more cost-effective and eco-friendly	Feels overwhelmed with scattered and unorganized information	Compares range, price, body style, and top speed across EVs	location-specific info	Switches between dashboards (Indian vs Global EVs)	Feels confident enough to visit a dealer or plan a purchase	Compares saved results with real-world test drive impressions
 Interactions People: Family, EV dealer, college friends, YouTube influencers Places: Home, college, car showroom, charging station 	Hears about EVs from a friend who recently bought one	Chats with EV showroom representative via WhatsApp	Asks a tech-savvy friend for help understanding dashboard data	Storyboard view for full comparison	Shares findings with family to validate purchase choices	May contact the EV showroom or book a test drive	Uses Google Maps to find chargers based on dashboard insights Uses the data to compare with sales brochures
 Things:EV Dashboard,Manufacturer websites,Google search,Blogs & forums 	Google search results for "best EV in India"	Watches EV comparison videos on YouTube	Engages with online reviews alongside dashboard usage	journey	Charging station maps with interactive tooltips	Prints or downloads comparison results (if available)	Pefers to dashboard screenshots while in a showroom
Goals & motivations At each step, what is an EV researcher's or buyer's primary goal or motivation while using the dashboard? ("Help me choose", or "Help me avoid confusion")	Help me understand why EVs are becoming so popular Help me know if I can afford one.	Help me compare all EV models in one place	Help me find the best EV under my budget with good range	Let me filter by price, charging	Show me nearby charging stations for my preferred EV.	Let me quickly revisit or share this data with someone	I want to revisit my filters without starting from scratch Help me make better long-term decision
	Help me learn which EVs suit my needs	Help me find verified range and price info.	Give me all car speed, and brand. specs in one place, not across 10 tabs		Help me compare Indian vs global EV models.	Help me confirm I'm making the right decision	Let me validate what the salesperson says with actual data
Positive moments What parts of the EV dashboard experience does a typical user find enjoyable, insightful, motivating, or exciting while comparing EVs or exploring charging stations?	Gets excited seeing Finds out EVs are modern EV designs cheaper to maintain	Discovers a few good YouTube reviews	Finds the dashboard simple and visually attractive	Finds an EV model with unexpected	Loves the summary cards with pricing and speed	Enjoys clean summary of data without reading long articles	Feels empowered by having made a data-based decision Saves time during next EV-related research
	Discovers government subsidies for EVs	Finds a useful EV blog with side-by- side specs	Gets real-time filtered data while selecting parameters.	better performance	Appreciates side-by- side car comparisons	Impressed by visual storytelling flow	
Negative moments What parts of the EV research or dashboard usage does a typical person find frustrating, confusing, time-	Gets confused by too many EV options. Notices different websites give conflicting data.	Specs vary from site to site, causing confusion	Some filter options are hard to locate at first	Gets overwhelmed if	Mobile view requires a lot of scrolling	No "export" or "download" feature for comparison	Dashboard doesn't notify about data updates Public link may notify about data
consuming, or difficult while comparing electric vehicles or exploring charging data?	Doesn't understand EV specs like range or efficiency	Too many tabs open - no clear dashboard	Doesn't understand terms like "Wh/km" or "FastChargeSpeed"	all charts load at once	Tooltips sometimes cover chart details or overlap text	Needs to reapply filters each time	No feature to save selected filters or favorites
How might we improve each step of the EV dashboard experience? What enhancements can we suggest to make data comparison, filtering, or exploration easier for users?	Create awareness using infographics and car com	Offer a centralized dashboard with filters	Add an onboarding tooltip or guided walk-through for first-time users	Enable hiding or	Improve mobile responsiveness with collapsible filters	Add a "Download PDF" or "Share Summary" feature	Add a "Save My Preferences" or or alerts for new bookmark feature additions
	Use one dashboard to summarize specs + pricing Add beginner- friendly EV quides inside the tool	Ensure data is clean, updated, and visualized clearly	Use simpler language or hover definitions for technical terms	minimizing certain charts	Add a "Compare My Shortlist" button to stack selected EVs side by side	Include a decision support summary (best match card)	Create a "Share Dashboard" button with custom message option