



## Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



## **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

## Says

What have we heard them say? What can we magine them saying?

popularity of electric vehicles (EVs) has significantly increased over the last few years, causing changes not only in the transportation industry but generally in business and society

Electric bicycles have many advantages such as low cost, energy saving, and

simple to use.

Increasing electric important for acceptance of electro mobility. Battery

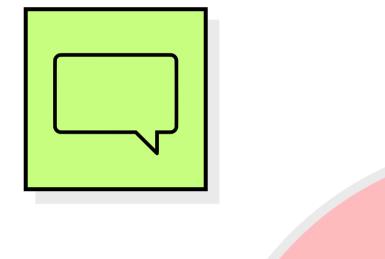
What are their wants, needs, hopes,

and dreams? What other thoughts

vehicles range is capacity is the main parameter influencing electric vehicles range might influence their behavior? Electric vehicles have the silent functioning capability as there is no engine under the hood. No engine means no noise.

**Thinks** 

of an electric vehicle is much lower than an or diesel vehicle.



visualization Tool

continue to be quite expensive, and many buyers believe they are not as inexpensive as traditional automobiles.

: Electric vehicles

for Electric vehicle charge and range analusis

used to power electric vehicles. They don't produce any emissions or exhale any dangerous gases.

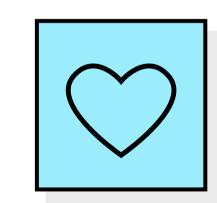


vehicle can help

you reduce your

carbon footprint

be zero tailpipe



Electric vehicles don't have gears and are very convenient to drive.

Environmental friendly as they do not

Electric cars can be convenient for shortdistance travel but are inconvenient for long-distance travel. because there will

Battery issues, climate control, and in-car electronics are among the biggest problems in electric vehicles

What can we imagine them doing?

What are their fears, frustrations, and

