

## Ideation Phase

### Empathize & Discover

Date	26 June 2025
Team ID	LTVIP2025TMID50379
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis
Maximum Marks	4 Marks

#### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

#### Says

- "I never know exactly how far I can drive on my current charge."
- "It would be helpful to see how fast my battery is draining."
- "I want something simple to understand and use."

#### Thinks

- "Will I have enough charge to reach my destination?"
- "How does terrain or driving speed affect my range?"
- "What if I get stuck without a charger nearby?"

#### Does

- Frequently checks dashboard for charge updates
- Plans routes cautiously
- Avoids long-distance trips unless absolutely sure
- Charges the vehicle more often than necessary

#### Feels

- Anxious about unexpected battery drops
- Frustrated with lack of clarity on energy usage
- Relieved when a charger is found
- Curious about how to extend battery life

