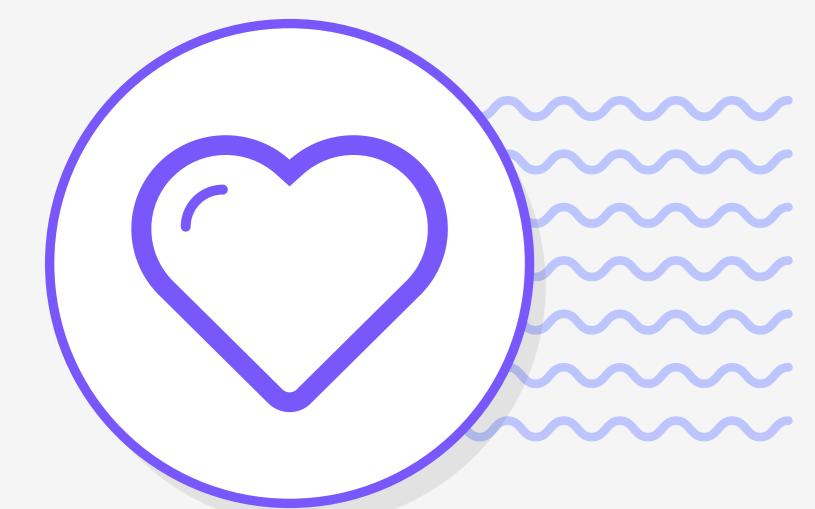


# canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

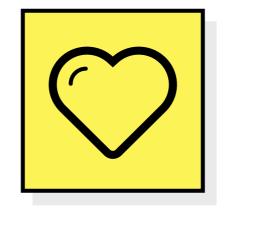
Originally created by Dave Gray at





# Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



## WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

Normal engines sound made in bikes

Customers

electric vehicle are recharged by plugging switch

# **GOAL**

What do they THINK and FEEL?

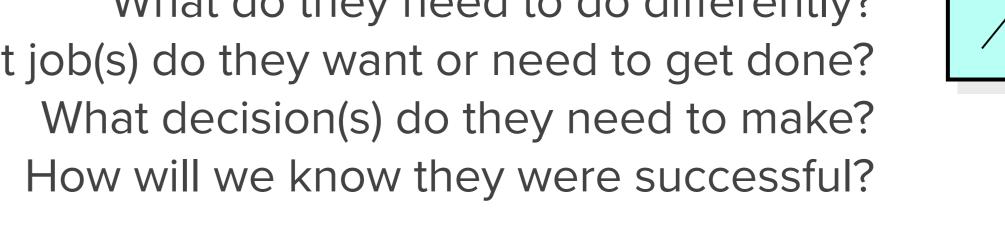
#### What do they need to DO?

Electric

gears

vehicles lack

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make?



#### What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

and sellers

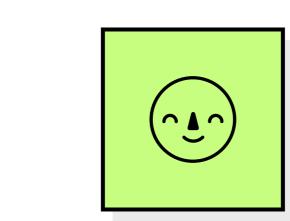
**PAINS** 

What are their fears, frustrations, and anxieties?

Electricity

storage is

expensive



motors are

quite and

smooth

# **GAINS**

What are their wants, needs, hopes, and dreams?

It allows for

of relations

understanding

within the data

Its very efficient and

costly to buy

sufficient

Electricity

costs less

than petrol

Elecric vehicles are the future of mobility

Electric vehicles is cheaper than filling petrol

Electric vehicles are too expensive

> Lack the power to time accelerate consuming and climb quickly

> > Electric cars

are not only

lighter but

have faster

acceleration

Battery charging is

It provides on easy way of sharing information

Unavailability of recharge points / lack of proper infrastructure

Lower

maintenance

electric motor

due to an

efficient

Electric vehicles

are intrinsically

powered by

engines

Highly

reduced

emissions

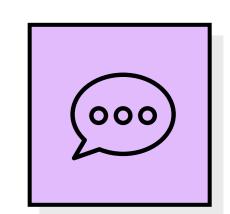
safer than vehicles

internal combustion

What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

Not sure about charging units when they travel so long



### What do they SAY?

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

Majority also believe that it would no longer be available untill 2030

Electric vehicles are gaining popularity and market share

Electric vehicles owners have fewer options for qualified mechanics

The electric vehicle is becoming more prevalent throughout the world

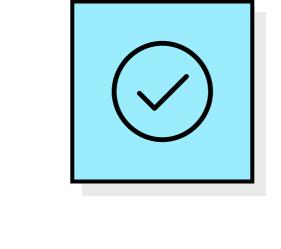
What other thoughts and feelings might influence their behavior?

Environmental friendly as they do not emit pollutants

> No fuel,no

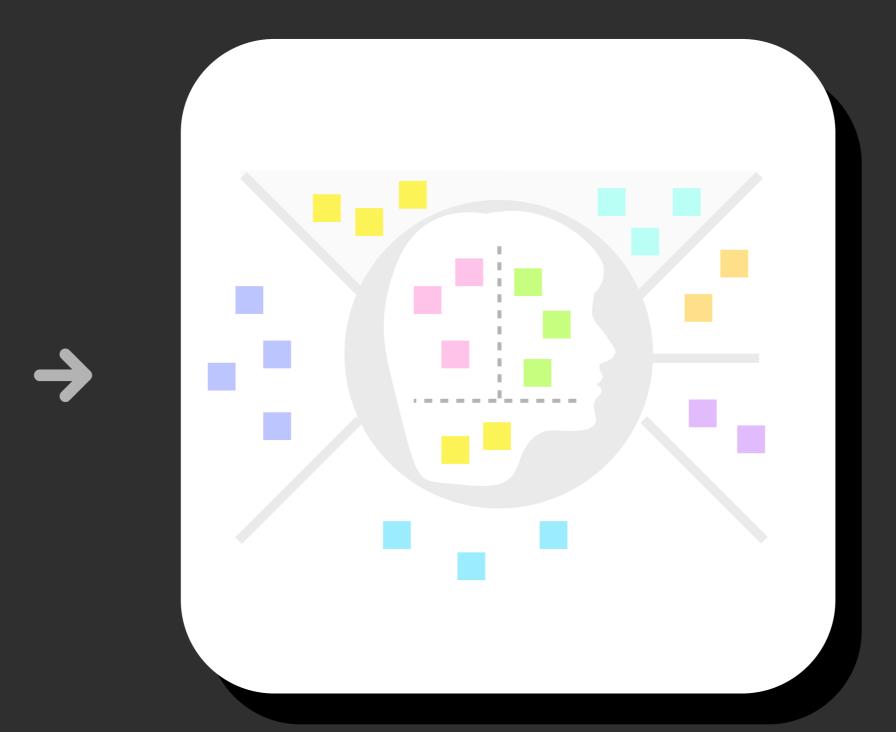
emissions

The future of electric vehicles in India is incredibly bright

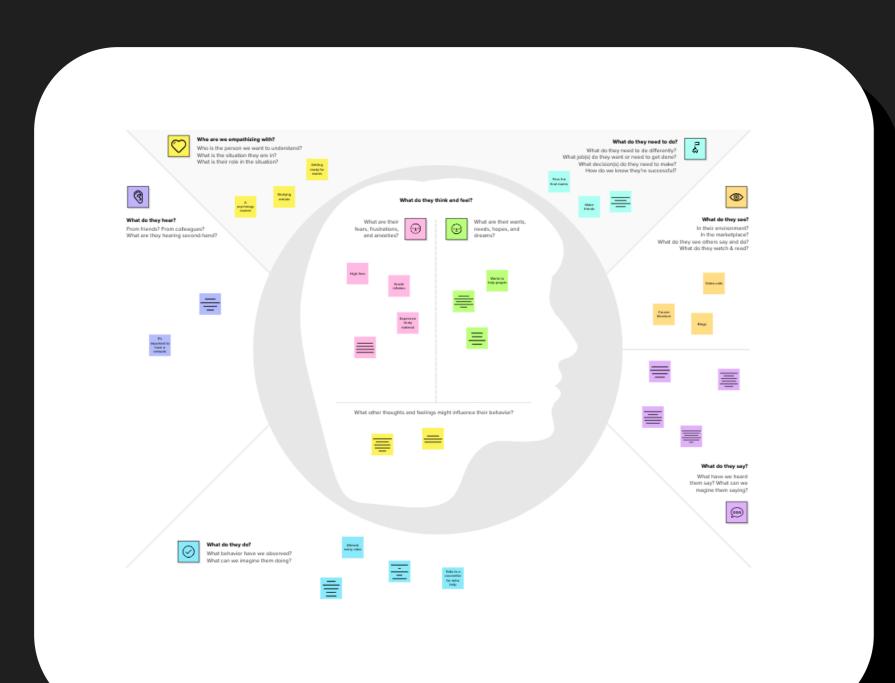


# What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?







Need some inspiration? See a finished version of this template to kickstart your work.