

## Ideation Phase

### Empathize & Discover

Date	25 June 2025
Team ID	LTVIP2025TMID20831
Project Name	Visualization Tool for Electric Vehicle Charge and Range Analysis
Maximum Marks	4 Marks

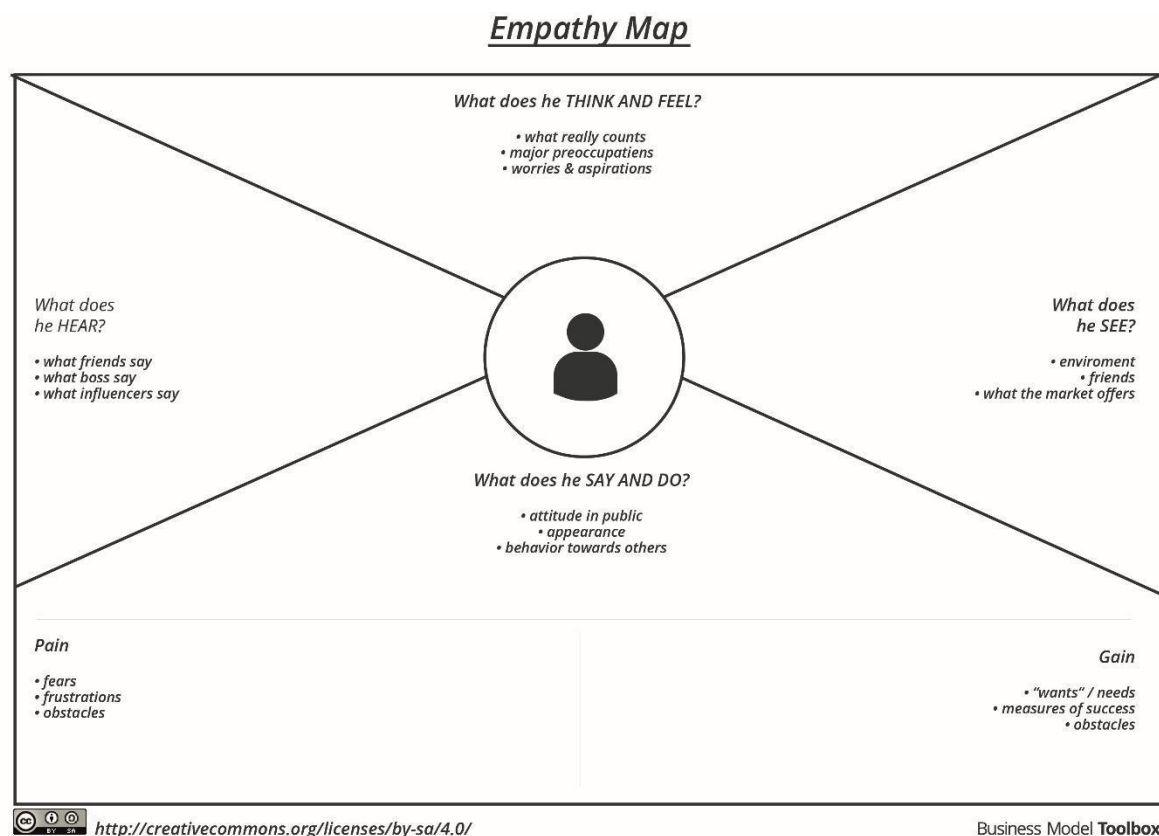
### Empathy Map Canvas:

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.

### Example:



### Example for this project of Visualization Tool for Electric Vehicle Charge and Range Analysis and Features using Tableau:

Template

## 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.

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### 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 imagine them saying?

- it saves the environment to be polluted from the fossil fuels
- mileage is better than the petrol used vehicles
- reduces the noise and gas pollution
- the unavailability of the required charging stations in India

**Thinks**  
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

- as the noise is not too loud, others are not able to notice it
- it takes a lot of money to buy it
- no gas required and more convenient
- cheaper and easy to charge

**PEOPLE**

**Does**  
What behavior have we observed?  
What can we imagine them doing?

- recharging takes high time
- it consumes time depending on the charger source is used
- best speed experience
- minimal amount of pollution and it is very expensive

**Feels**  
What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

#### Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example](#)