

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?

> Vehicles that are either partially or fully powered on electric power

> > EVs can be made

less polluting

overall by

modifying the

source of

electricity.

Many drivers report

reliability issues with

their electric cars —

but for the first time,

the EV problem rate is

lower than the non-EV

problem rate.

Reduce air

pollution and

curb the health

emergency

issues in the

state of Delhi.

Electric vehicles have low running costs as they have less moving parts for maintaining and also very environmentally friendly as they use little or no fossil fuels

A vehicle that can be

powered by an

electric motor that

draws electricity from

a battery and is

capable of being

charged from an

external source.

Electric vehicles can be potentially less expensive than gas-powered vehicles because of a combination of saving money in maintenance as well as spending less to power your car compared to using fossil fuels.

> Electric cars are growing in popularity every day

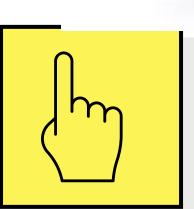
Thinks

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

Electric vehicles are exciting, economical, quiet, and comfortable.

Driving an electric vehicle can help you reduce your carbon footprint because there will be zero tailpipe emissions.





Unlike gas-powered cars, electric motors produce peak torque from a standstill, without the buildup gasoline engines require to reach

maximum power.

EVs can produce zero direct emissions. Full electric vehicles don't need a tailpipe, as they don't

produce emissions.

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The battery will run out of charge before reaching their destination

One of the most significant advantages of EVs is their impact on our environment. Pure EVs have zero tailpipe emissions, which reduces air

pollution.

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Range anxiety is the fear of driving an electric car and running out of power, without being able to find a charging point on time to replenish the battery.

Feels

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

Does

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. Open example ->

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