Entice	Enter	Engage	Exit	Extend
Hear about EVs See ads	Search EV info Compare brands	Use dashboard Analyze data	Decide EV	Share experience
Social media	Websites	Tableau dashboard	Insights	Friends/social
EV future?	Best EV?	Clear data	Good choice	Helpful
Curious	Confused	Confident	Satisfied	Happy

🎯 Goals & Motivations

Find best EV

Save money on fuel

Reduce pollution

Make data-driven decisions

😊 Positive Moments

Easy comparison through dashboard

Clear visualization of EV data

Interactive filters

😟 Negative Moments

Confusing raw data initially

Lack of proper comparison before dashboard

Limited awareness

💡 Opportunities

Improve EV awareness

Add more real-time data

Enhance dashboard interactivity

Include charging station mapping