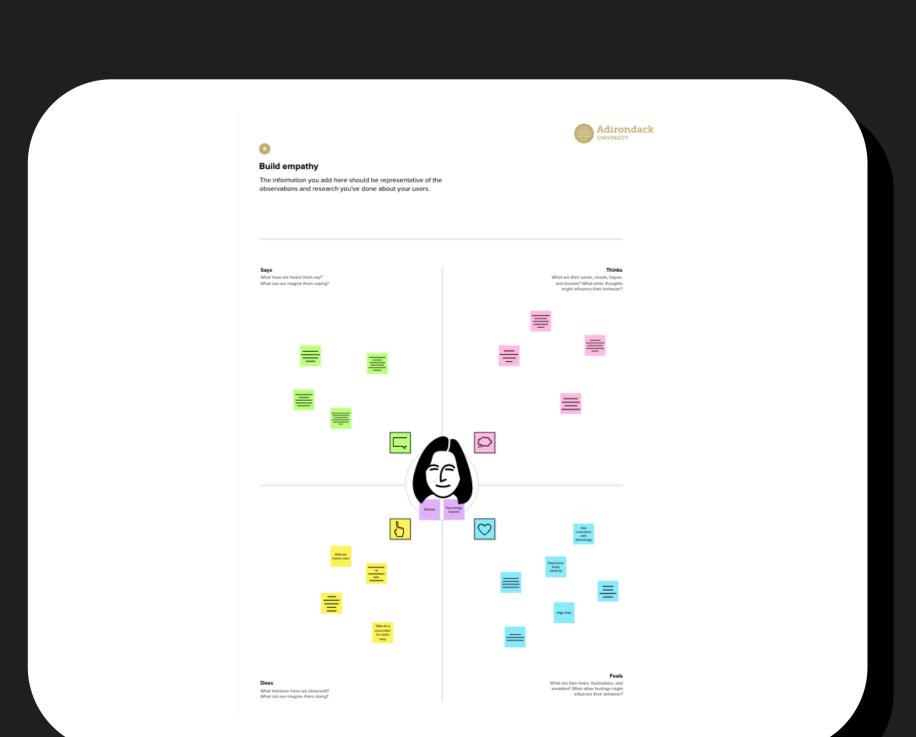


Empathy map

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.

Share template feedback



Need some inspiration?

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

Open example



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

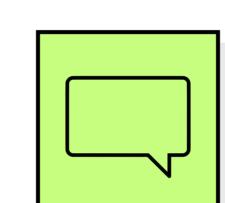
Says

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

Tesla, Nissan
Leaf, Tesla Model
S, Tesla Model 3
are the most
popular brands
in electric cars.

The Tata Tiago EV is the cheapest EV while the BMW i7 is the most expensive electric cars in India.

Maruti Grand Vitara,
Toyota Urban Cruiser
Hyryder and Honda
city hybrid are gives
top mileage(27kmpl)
comparing to other
EV cars.



Thinks

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

Electric Vehicles are environment-friendly, but not pocket-friendly. So it must be low price.

The electricity for recharging an electric car is cheaper than the cost for gasoline.



The driving

range is one of

the crucial

factors while

buying an

electric Vehicle.

Customer

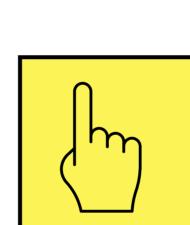
The global audience is becoming more receptive towards electric as the workd is taking notice of the benefits that these vehicles bring along with them.

They feels good about reducing air pollution and noise pollution.

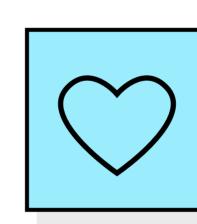
What behavior have we observed?

What can we imagine them doing?

Does



The global audience is becoming more receptive towards electric as the workd is taking notice of the benefits that these vehicles bring along with them.



 Range anxiety is the fear that an electric vehicle will not have enough battery charge to reach its destination, leaving its occupants stranded.

One of the most common sources of anxiety surrounding EVs is how far they can travel without running out of battery.

The storage of electrical energy with the potential to cause explosion or fire.

Feels

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

