



Says

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

- Are EV vehicles safer ?
- How much is the price of EV compared to normal vehicles ?
- Which locations has charging points near to me?
- How long does it take to charge the vehicle ?

Thinks

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

- Looking for low priced vehicles and safest
- High range EV vehicles
- EV vehicles that get charged very fast
- More charging points near their location

Does

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

- They ask their friends, families about EV experience & decide based on that
- They check for the reliability and safety ratings of different EV models
- Checking for charging stations on the route they usually go
- Making Test drive

Feels

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

- They fear what if charge gets over while driving
- Worried about Battery lifespan
- very less charging points near their area
- Charging waiting time

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Making Test drive

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What can we imagine them doing?