

plugging into Future:empathy template



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

In electricity consumption has doubled

Thinks

Water

heater,Ac used

to consume the

large amount

of electricity

might influence their behavior?

Electricity

needs the

high voltage

current

power plants

heat and power plants less transmisson

use by heat and power plants

Feels

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