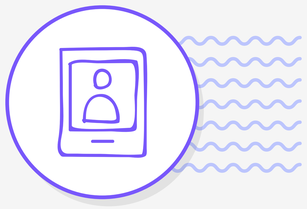
Template



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?

Electricity energy consumption is the form of energy consumption that uses electrical energy

May be a chance of less scarcity of electricity production in future

The consumption pattern of energy changes over time

Due to more power plant generation - In future there will be no issues in consumption of electricity

Thinks

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

Energy is the esstntial material basis of economic and social devlopement

In future,energy sector plays an important in the economic growth

Electricity is a conventional energy source which are diminishing day by day so avoid wastage of electricity

The demand for electricity is likely to increase in the future

We obseved increase in power plants

The electricity behaviour of a material is more critical than its mechanical behaviour

Increased energy efficiency

Analysis of customer behaviours towards electricity consumption is different from modelling of electricity

Natural circumstances might influence their behaviour

you may also risk lowering the expected lifespan of appliances and other electronics

If energy demand goes up and supply can't keep pace, electricity prices will go up

Lack of access to electricity can have a significant impact on quality of life

Does

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

Feels

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