

## **Empathy map**

## **ELECTRICITY CONSUMPTION**

Global electricity consumption has continued to go up rapidly at a rate faster than energy consumption. Between 1980 and 2013, the world's annual electricity consumption rose from 7300 TWh to 22,100 TWh. Since the twenty first century, global electricity consumption has seen even faster growth, as evidenced by an average annual increase of 3.4%, 1.2 percentage points higher than average annual growth of energy consumption.

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## **Build empathy**

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





