

## 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.

| Date          | 13 March 2023  |
|---------------|--|
| Team ID       | NM2023TMID01924  |
| Project Name  | Plugging into the Future: An Exploration of Electricity Consumption Patterns |
| Maximum Marks |  |

| Says What have we heard them say? What can we magine them saying?                          |   |  | Thinks What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior? |
|--|---|--|--|
| I want to do my part to reduce my energy consumption, but I don't know where to start      | I don't understand how much electricity I'm using or what it costs  I need to use electricity for my daily life, but I don't want | Electricity is essential to modern life, but we need to use it responsibly  Smart home technology and other innovations could help us use electricity more | Electricity usage is a shared responsibility, and everyone can contribute to reducing their impact         |
| I have appliances that use a lot of electricity and I'm not sure how to reduce their usage | to waste it.  | efficiently  | Alternative sources of electricity like solar and wind power are becoming more viable and important        |
| Researches and invests in renewable energy options like solar panels or wind turbines      | Shares information  | Frustrated by my   | Curious about new technologies and strategies for reducing electricity consumption.                        |
| Conserves water to reduce energy usage for heating and pumping                             | and tips with friends and family to encourage more sustainable energy use  Considers the environmental                            | lack of  Onderstanding about how much electricity I'm using and what it costs  Motivated to reduce my  | Guilty about past energy usage and the impact it may have had on the environment                           |
|  | impact of energy use when making daily choices and decisions  | electricity usage<br>and be more<br>environmentally<br>conscious   | Feels  |

What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?

**Does** 

What behavior have we observed?

What can we imagine them doing?