

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.

Build empathy

What can we imagine them doing?

Says

The information you add here should be representative of the

observations and research you've done about your users.

What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? consumption, with a focus on how technological advances and changes in consumer behaviour can affect energy use. It looks at how the use of electricity is It also examines the environmental and economic implications of these changes, and how they can be managed to ensure a sustainable future. changing in different countries, how it is being used in different sectors, and how it is being used to power new technologies The paper also looks at the implications of the current electricity grid infrastructure and how it sources to reduce electricity consumption, as well as the potential for energy efficiency measures to reduce electricity demand. may need to be adapted to accomodate the changing energy lanscape. Finally, the paper discusses the potential technologies to improve energy efficiency and reduce electricity consumption Give them a name and a portrait to empathize with your persona. at how electricity are changing in response to new technologies and energy sources. Finally, it looks at how It examines how Plugging into the the changing different types of electricity landscape is future can be an energy sources, such affecting the exciting and as solar, wind, and environment and how hydroelectric, are empowering it can be managed to being used to meet reduce emissions and experience. energy needs. improve sustainability. Ultimately plugging into future can help us to make more It also looks at how informed decisions It can give us a better energy efficiency about our energy use understanding of our measures, such as and create a more electricity consumption smart meters and sustainable future. patterns and how we energy-saving can make changes to appliances, are reduce our energy use. impacting electricity consumption. It can also help us two identify areas were we can save money and be more efficient with our energy use. **Feels Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior?

Thinks





