Plugging Into The Future: An Exploration Of Electricity Consumption Patterns

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Project Name	Plugging Into The Future: An
	Exploration Of Electricity
	Consumption Patterns

Empathy Map Canvas:

An empathy map is a simple, easy-to-digit visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

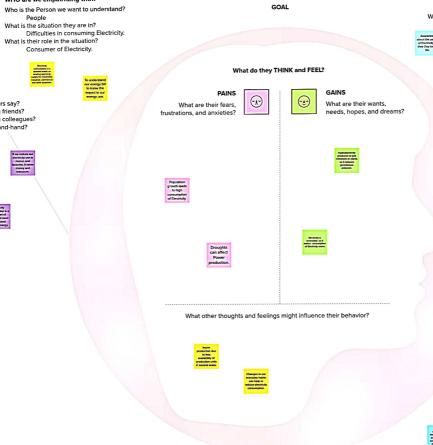
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.



What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

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GOAL









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What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

What have we heard them say? What can we magine them saying?





