

Empathy map

Predicting the energy output of wind turbine based on weather condition

Says

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

Thinks

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

As an industrialist, it helps me to locate a better location for wind farms

For the Government, it helps to locate a better location for wind farms

It estimates the amount of renewable energy we can make use of and reduce non renewable energy

As a individual, it helps me to evaluate the energy I can get by installing wind turbine

As an individual I can think of buying an electric vehicle.

Government will think of reducing the use of non-renewable resources

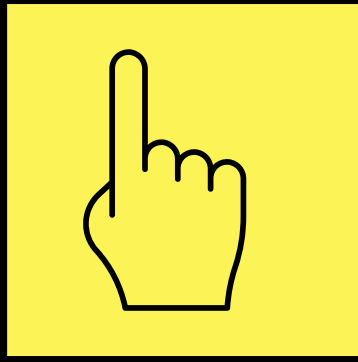
Firms think of installing their own wind farm for their uses.

Many unused lands can be used to install wind farms to earn income.

People think that wind energy can reduce the electricity cost

END USERS

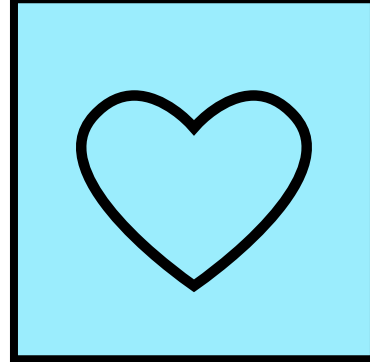
It can be used literally by everyone in a smaller scale—for individual windmills on private farms or urban buildings,



The energy estimation helps people to predict the revenue they might get.

People will start installing wind turbines in their house to get some revenue

Energy estimation can be easily predicted just by feeding the inputs on the website.



Missing values and wrong inputs may lead to wrong prediction.

People can feel that they can avoid loss by not installing any turbines at areas that won't give much output

People may think, prediction may vary due to climatic changes

Illiterates might feel that accessing website may be difficult for them.

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?