ELECTRICITY CONSUMPTION

Says

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

WHICH CONNECTION IS BEST? WHY ARE
POWER CUTS
FREQUENT IN
SUMMER?

ELECTRICITY BILL COST PER UNIT HOW TO REDUCE ELECTRIC BILL COST

What are their wants, needs, hopes,

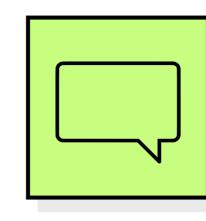
and dreams? What other thoughts

might influence their behavior?

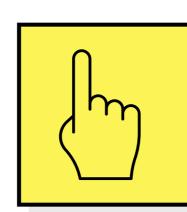
Thinks

METER BOX SHOWS HIGH READING FREQUENT POWER CUT IS BOTHERING WHICH APPLIANCES USE THE MOST ELECTRICITY?

SHUTDOWN AND LOW VOLTAGE



USER



CHANGING METER BOX INSTALL LOW ENERGY CONSUMPTION APPLIANCES(LED)

SHOCK: FOR HIGH ELECTRIC BILL SUFFER: WHEN SHUTDOWN

INSTALL SEPERATE ELECTRIC METERS REDUCE USAGES
AND INSTALL
UPS IN SUMMER
SEASON

ANGER:
WHEN
FREQUENT
POWER CUTS

EXCITED:
ABOUT FREE
UNIT
POLICIES

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?