

Ideation Phase

Empathize & Discover

Date	06 May 2023
Team ID	NM2023TMID17415
Project Name	Project - A Reliable Energy Consumption Analysis System for Energy-Efficient Appliances
Maximum Marks	4 Marks

Empathy Map Canvas:

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

In the context of the project "**A Reliable Energy Consumption Analysis System for Energy-Efficient Appliances**," an empathy map would be used to gain a deeper understanding of the individuals who are interested in reducing their energy consumption and using energy-efficient appliances.

An empathy map is an essential tool for gaining a deeper understanding of the target audience and ensuring that the final product or system is tailored to their needs and desires.

What they Say and do:

- "I want to save money on my energy bill"
- "I'm concerned about the environment and want to reduce my carbon footprint"
- "I don't know which appliances are the most energy-efficient"
- Compare prices and features of different appliances
- Check their energy bills regularly
- Adjust thermostat and turn off lights when not in use

What they See:

- High energy bills
- Appliances with Energy Star ratings
- Ads for energy-efficient products
- Information about the benefits of using energy-efficient appliances

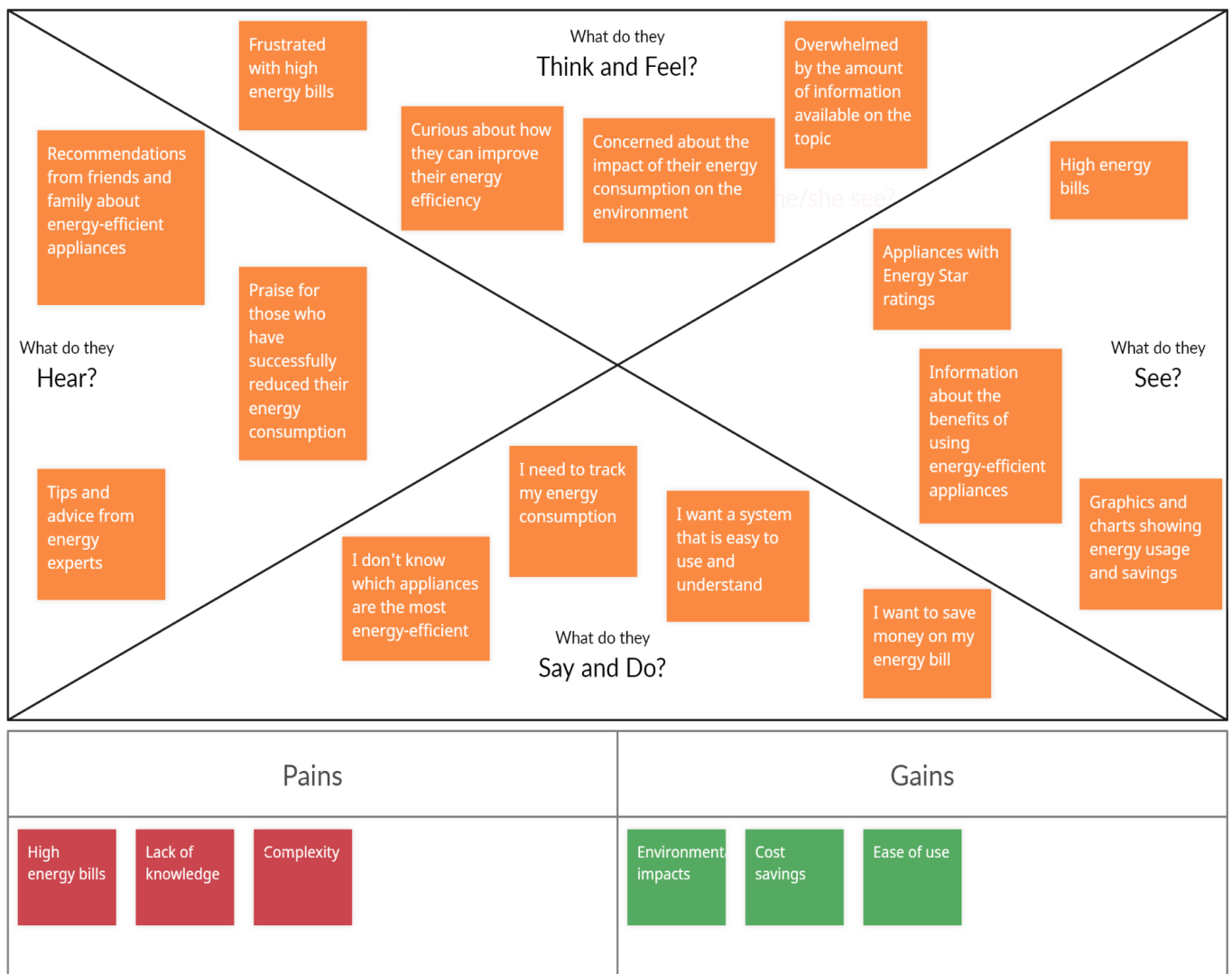
What they Hear:

- Recommendations from friends and family about energy-efficient appliances
- News stories about climate change and the importance of reducing energy consumption
- Advertisements for energy-efficient products.

What they Think and Feel:

- Concerned about the impact of their energy consumption on the environment
- Frustrated with high energy bills
- Motivated to make a difference and reduce their energy consumption

Empathy Map:



Link : <https://app.creately.com/d/CZswL2KqbCe/view>