

Empathy map

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, need and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

> In future, there will be demand of electricity.

> > If government plans are successful the shared electricity generated through renewable would increase to 40% by 2030.

Turn of the light for future deiight.

> Electricity can transform peoples lives, not just economically but also socially.

largely replace petrol and diesel as a fuel for road vehicles.

Electricity will

Electricity will grow in importance as a carbon free energy carrier.

Thinks

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

Using renewable energy sources – such as wind and solar power – is one of the fastest-growing ways to get cleaner, greener electricity

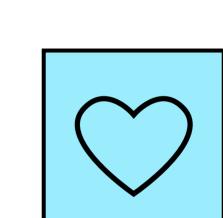
> Increases in U.S. electricity generation in our forecast come almost entirely from solar and wind.



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To become emissions free, we must move further towards renewable energy.

This must be achieved

increase in global

next 20 years.

What behavior have we observed?

What can we imagine them doing?

Does

while catering for a rapid

electricity demand, which

more than 40% over the

is expected to rise by

bulbs with tube lights and CFL.

Replace

Thought of exposure to electricity may trigger a

anxiety.

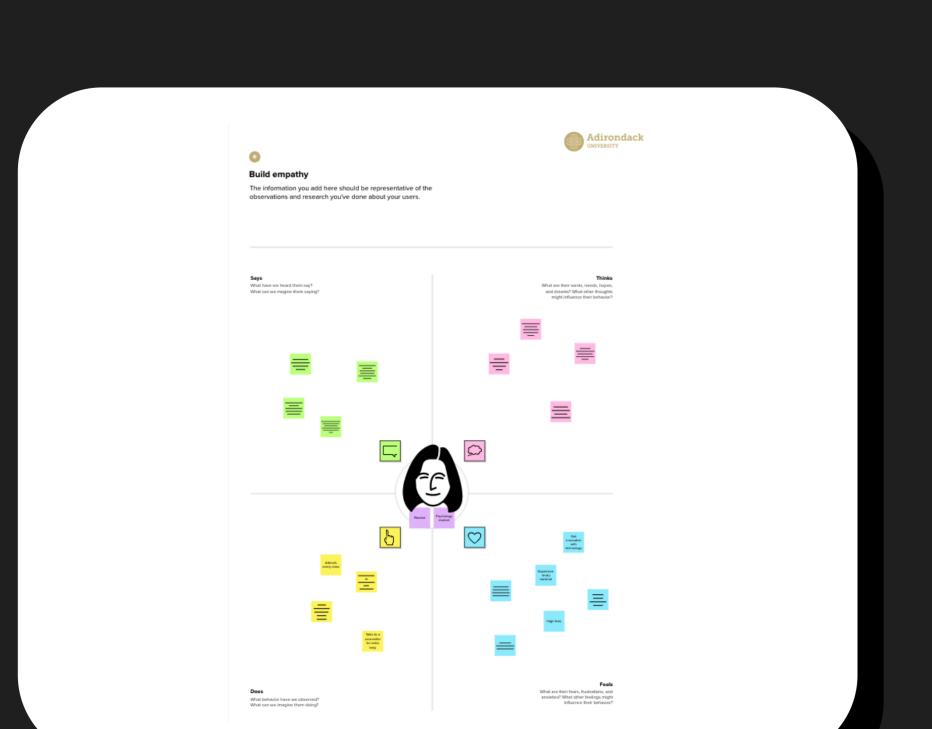
Living with a fear of electricity can render you handicapped and unable to function.

Global ambition to reach net zero carbon emissions by 2050 means we"ll likely be using more electricity than ever before in the coming years.

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

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