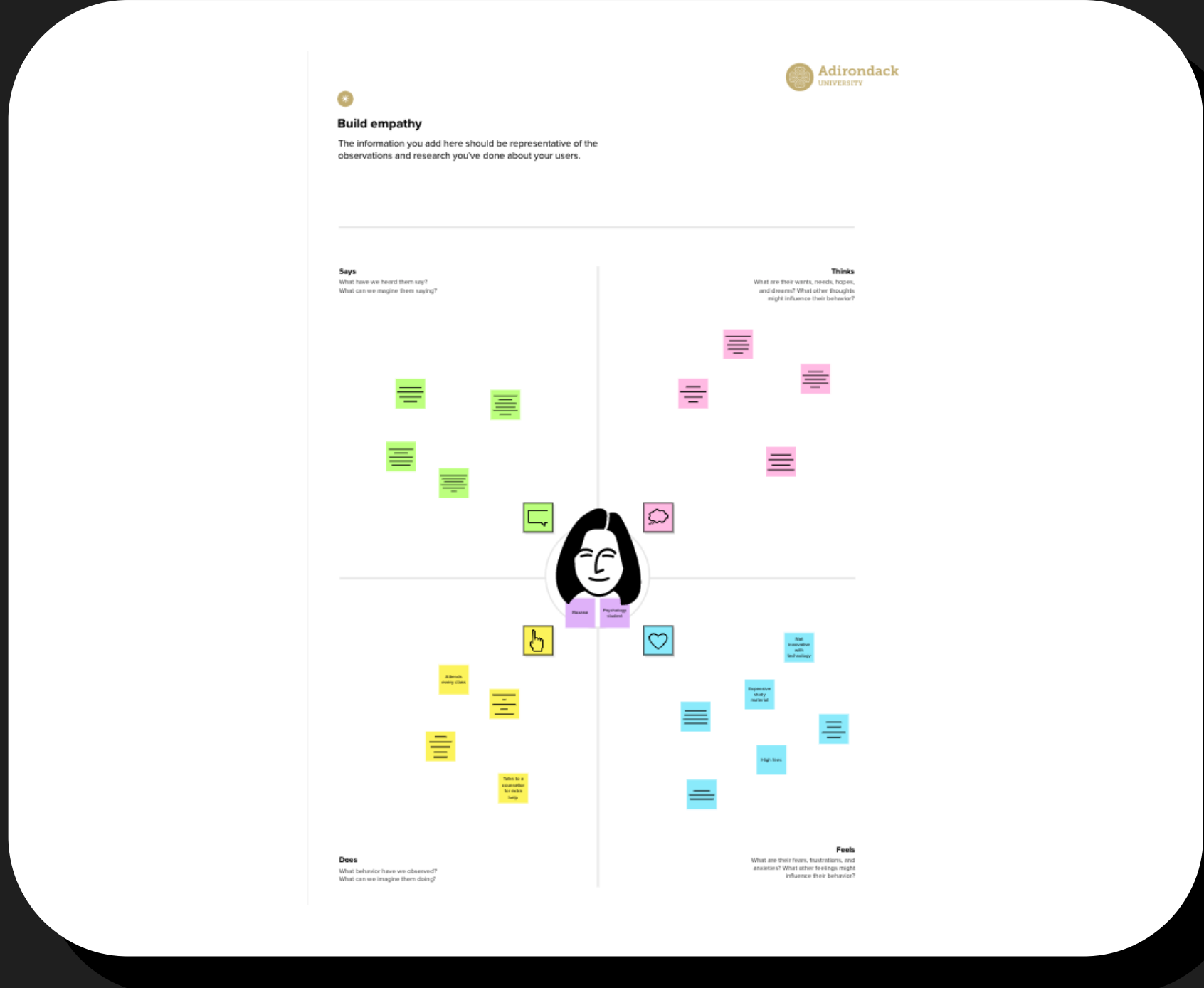
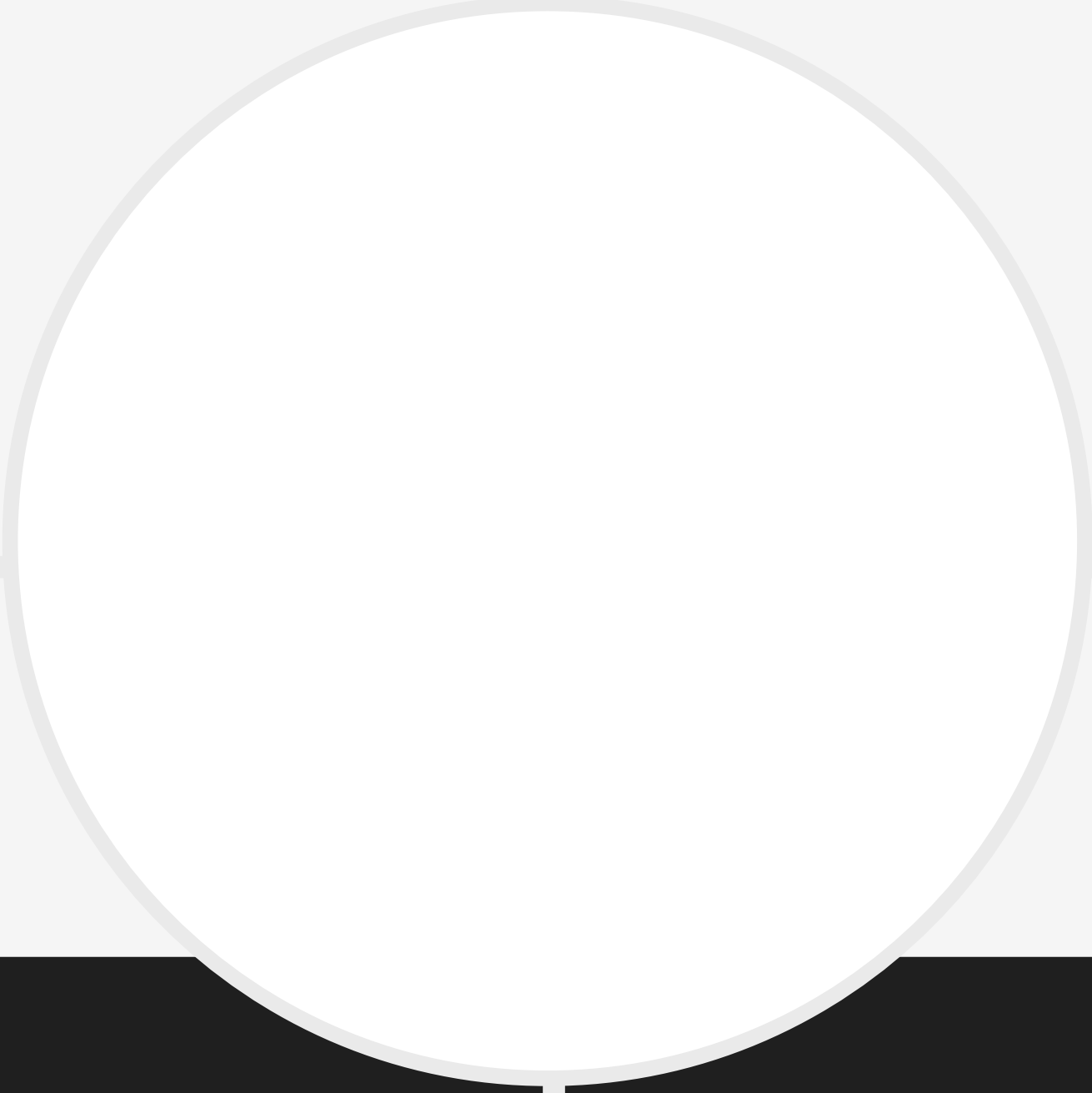


# Empathy map

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

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**Need some inspiration?**  
See a finished version of this template to kickstart your work.  
[Open example](#) →



## 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?

### Thinks

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

electricity is  
essential  
part of life

Why  
discovered  
electricity?

Moving  
towards  
sustainability

What  
should we  
think about  
electricity?

Energy  
options  
change  
over years

It is the  
presence of  
flow of  
current

Electricity is  
more  
advanced  
today.

Recycling  
the source  
of energy

consumer  
of electricity

Where  
does  
electricity  
come from?

AN  
EXPLORATION  
OF ELECTRICITY  
CONSUMPTION  
PATTERNS.

Used for  
home  
appliances

Plans  
should be  
strong.

Awesome

Looks for  
somewhere  
safe.

Electricity is  
converted into  
other forms of  
energy.

Feel  
frightened.

Limitation  
of  
electricity  
is used.

Used for  
industrial  
machines

usure who  
to trust

Required at  
all times.

### 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?

