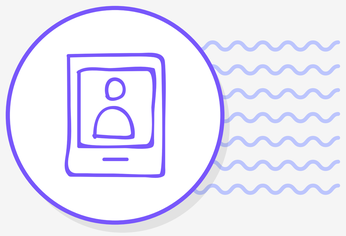
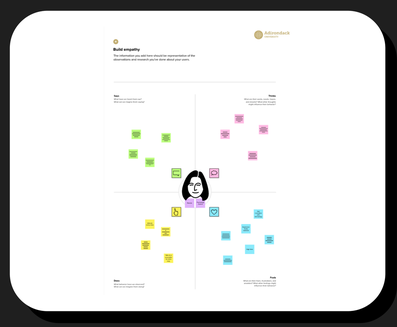
Template



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.

Share template feedback



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?

During 2021-22,the per capita electricity consumption in India is 945.98Kilowatt-hour(Kwh)

Between 1980and2013,the world's annual electricity consumption rose from 7300 TWh to 22,100 TWh

Global consumption has continued to go up rapidly at a rate faster than energy consumption

Thinks

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

It will helps to identify opportunities to optimize the electrical consumption

Electricity being one of the most significant sources of energy

Consumption of electricity due to other types of appliances is equally importance

ELECTRICITY CONSUMPTION

India's power consumption logged a double-digit growth of over 11 percent to 121.19 billion units in December 2022

Since the twenty first century,global electricity consumption has seen even faster growth

To understand the overall demand and nature of electricity consumption in nature

Electricity helps for lighting

Electricity is also helps for household size,heating etc..

Possession and utilization of energy efficient electrical appliances

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?