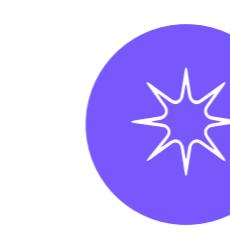


Empathy map

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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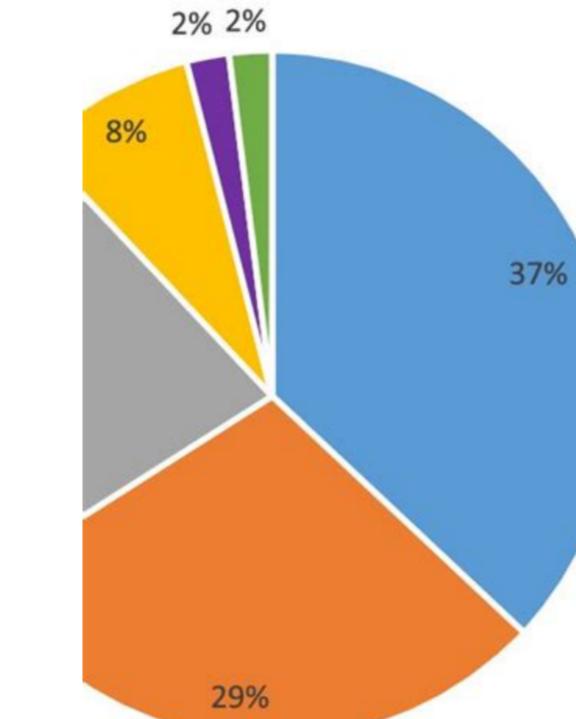
Build empathy

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

Says

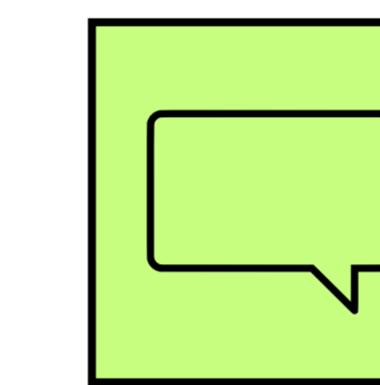
What have we heard them say?
What can we imagine them saying?

important role in economic growth



To explore the pattern of electricity consumption

generate electricity using coal or natural gas



increasing renewable capacity to 500gw by 2030



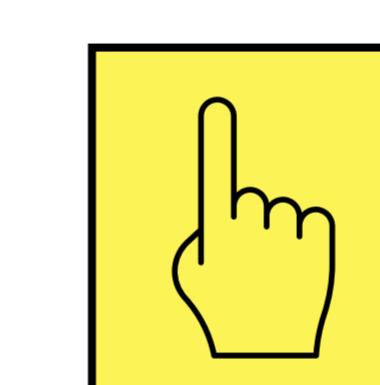
population density

economic growth

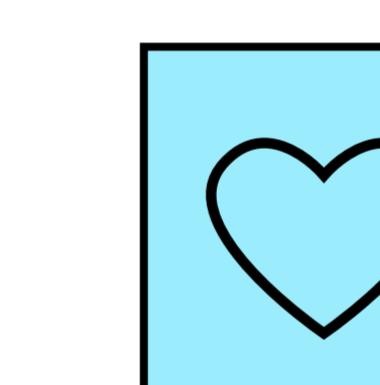
Does

What behavior have we observed?
What can we imagine them doing?

use solar panel to save energy



improve energy efficiency of future



use led bulbs



damaged wires and circuits cause high electricity bill

we burn fossil fuel it cause global warming

development of renewable sources



Thinks

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

people use electricity for lighting, operating computers and machines

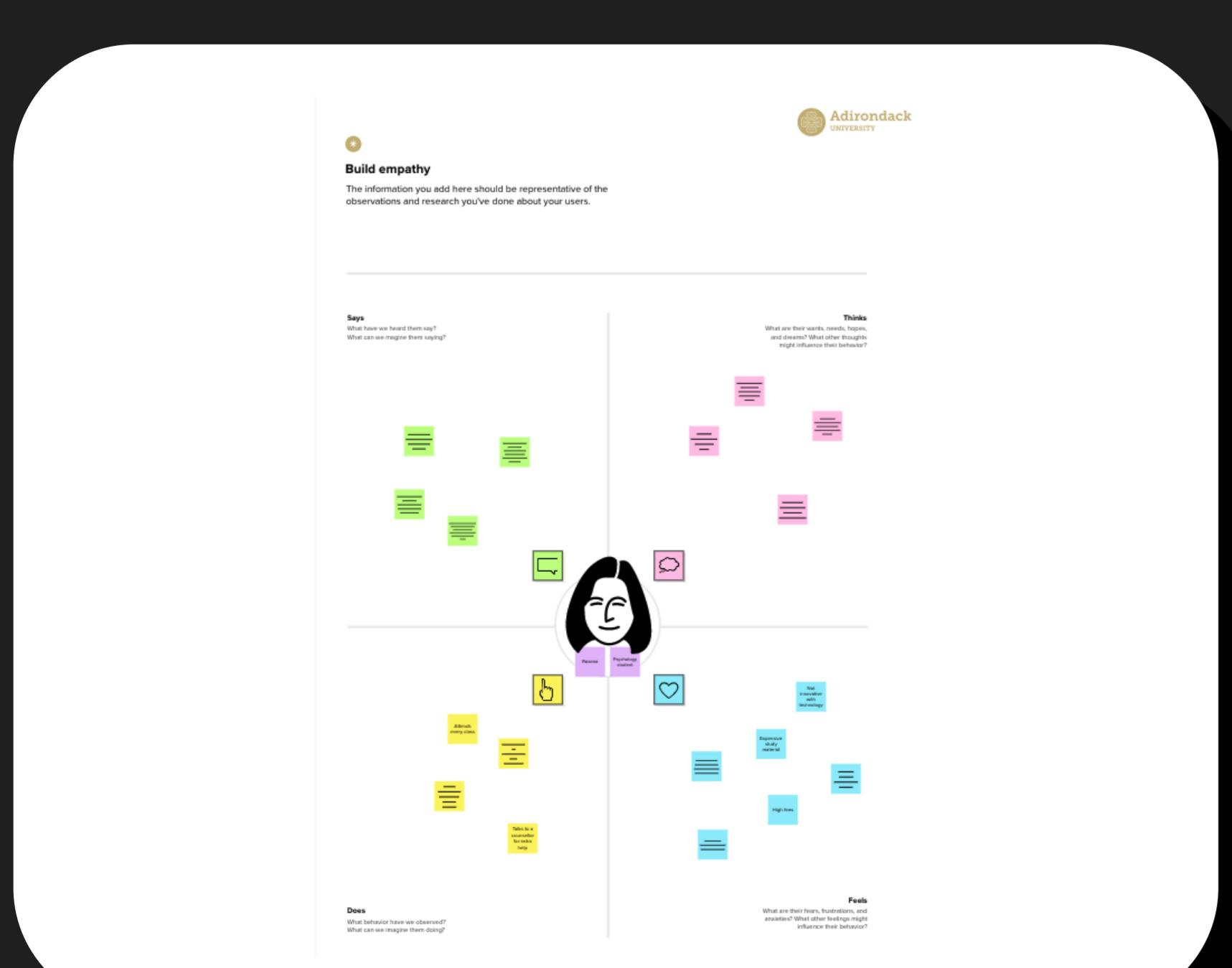


population density

Feels

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

Plugging into the future: An exploration of electricity consumption pattern



Need some inspiration?

See a finished version of this template to kickstart your work.

[Open example →](#)

