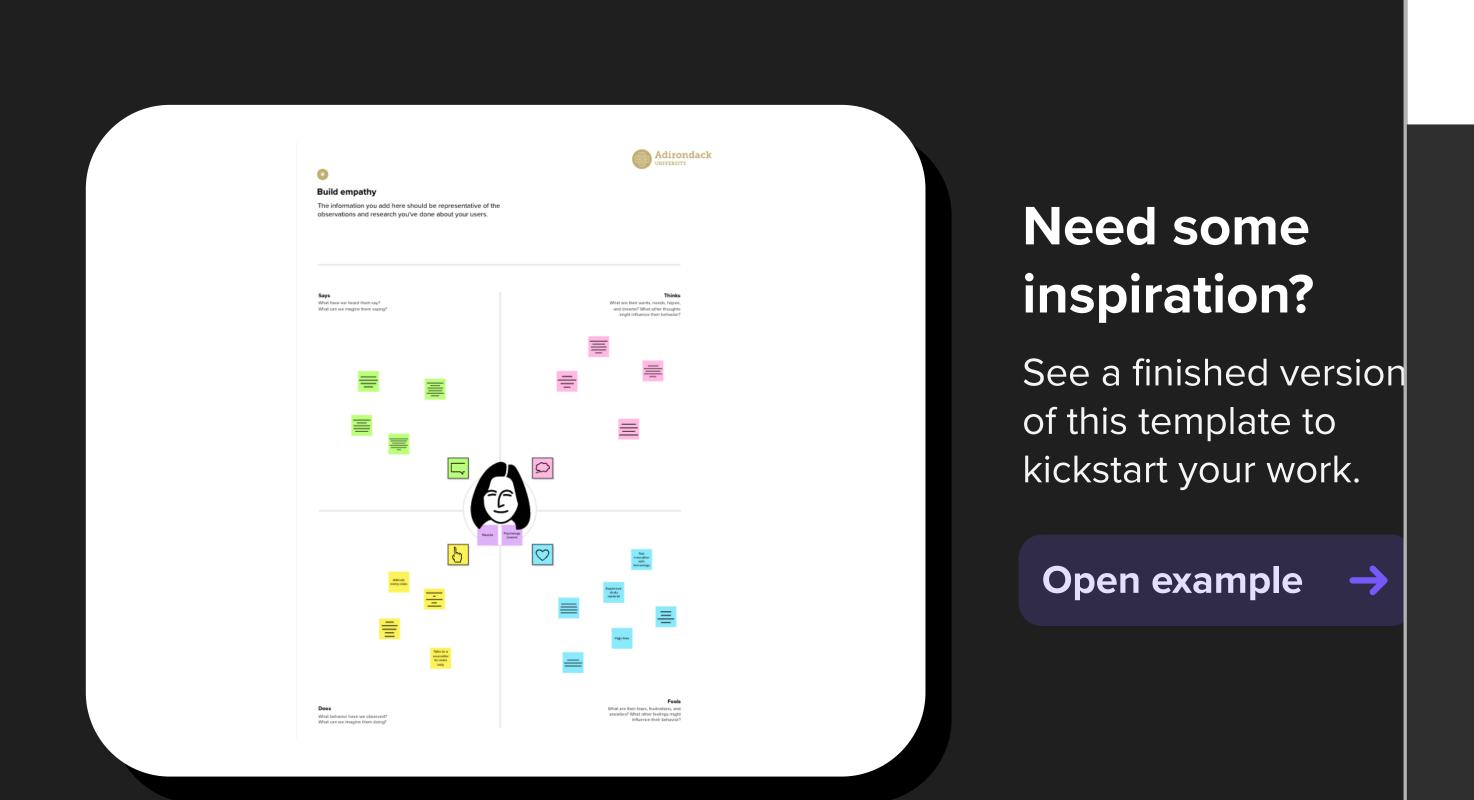


Empathy map

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





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?

> Commercial energy makes up about 65% of the total energy consumed in India.

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

> Consumption pattern of energy changes over time.

The electricity consumption in kilowatt-hours is determined as the electrical energy required to degrade 1kg of contaminant in the polluted medium.

Thinks

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

for lighting, heating,

cooling and

refrigeration and for

operating applications,

computers and public

transportation systems.

In future of this sector

looks bright since by 2026

to 2027 the country's

power generation installed

capacity will close to 360

GW, of which 38% will be

from coal and 44% from

renewable energy sources.

Global electricity demand grows at 2.1% per year to 2040, twice the rate of primary energy demand.

Using energy more efficiently is one of the fastest, more costeffective ways to save money, reduce green house gas emissions and meet growing energy demand.

The electrical equipment that the consumer uses the electricity to improve their own utility, including the household appliances, distributed energy storage and

distributed PV.

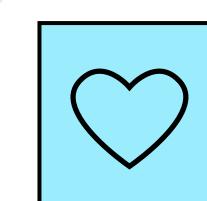
The power consumption activities are dominant behaviours that can be measured or perceived by the sensors.

Does

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

The basic nature of electricity is, whenever a negatively charged body is connected to a positively charged body by means of a conductor, the excesss electron of negative body starts flowing towards the positive body to compensate the lack of electrons in positive body.

> This study explores the energy consumption behaviour of industrial staff in the light of sociodemographic and behavioural aspects.



Electrophobia is the irrational fear of electricity.

> Someone suffering from electrophobia can expect to experience a great deal of anxiety when they are around electricity in some capacity.

The excess energy anxiety symptom can range in intensity from slight, to moderate, to severe.

> The increase in energy prices will affect people already living with a mental health condition.

Feels

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

