

Empathy

Use this framework to build a deep, shared understanding of user empathy for other users. An empathy map helps you understand aspects of a user's life and pain points, to understand your user and mindset.

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Build empathy

The information you add here represents observations and research you've done about your users.

Says

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

Good Project

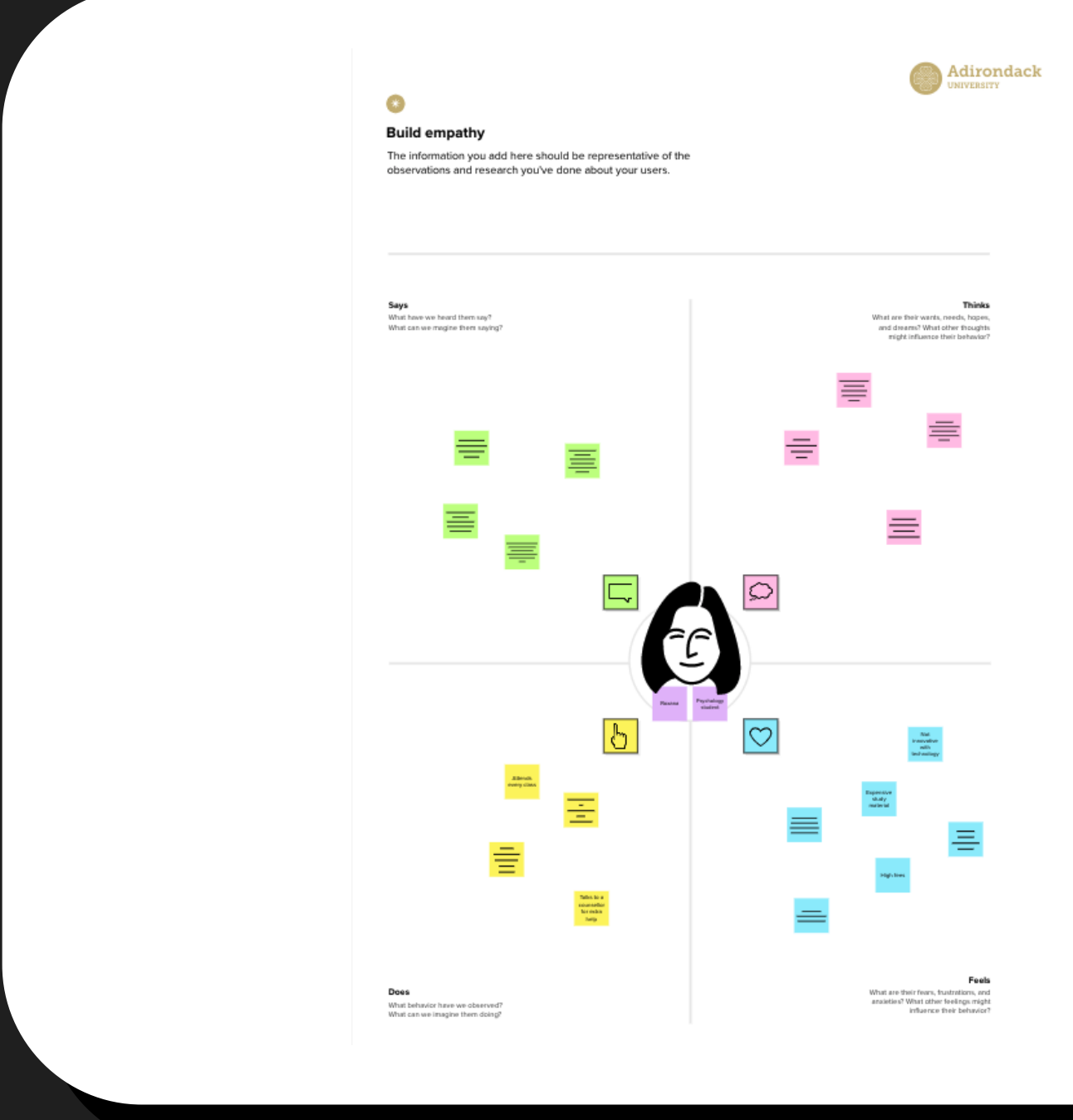
We are happy with this

To Reducing Electricity

To provide Electricity for all people

Does

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





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?

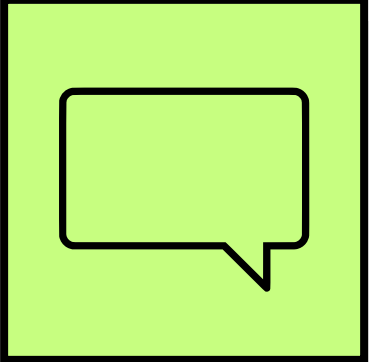
Thinks

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

Good
Project

Helpful
to Poor
peoples

We are
happy for
this



Less
Electricity
Consumption

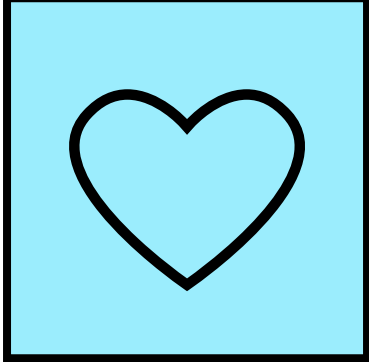
24 Hours
Electricity

Less
Electricity
Bill

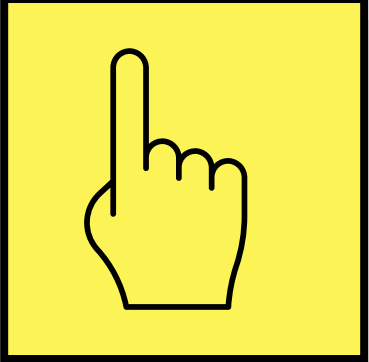
no power
cut at
important
time



Give them a name and
a portrait to empathize
with your persona.



To
Reducing
Electricity



Identify
which
places
haven't
Electricity

its Good

To provide
Electricity
for all
people

its good
but
some
people
steal
Electricity

Some
People think
it will come
high
Electricity
Bill

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?

