

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.



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?

The environmental problems directly related to the energy production

India's energy consumption is so high

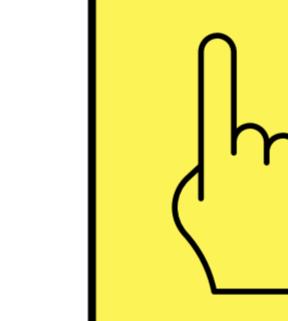
What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

India is the third largest producer of electricity in the world

High energy consumption is the problem.

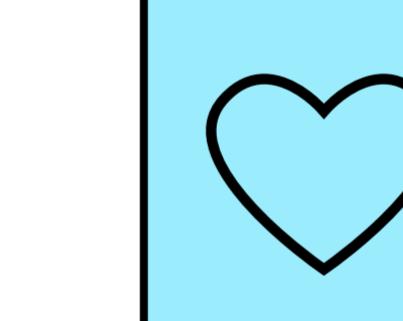
The enormous volume of CO₂ emission is starting to cause serious environmental problems such as global warming

Use LED or other energy-efficient light bulbs



Natural gas was the largest source about 38% of U.S. electricity generation in 2021

Turn off plug sockets at the wall if you are not using them.



Make sure your freezer is set between 3 and 5 degrees and defrost your freezer regularly.

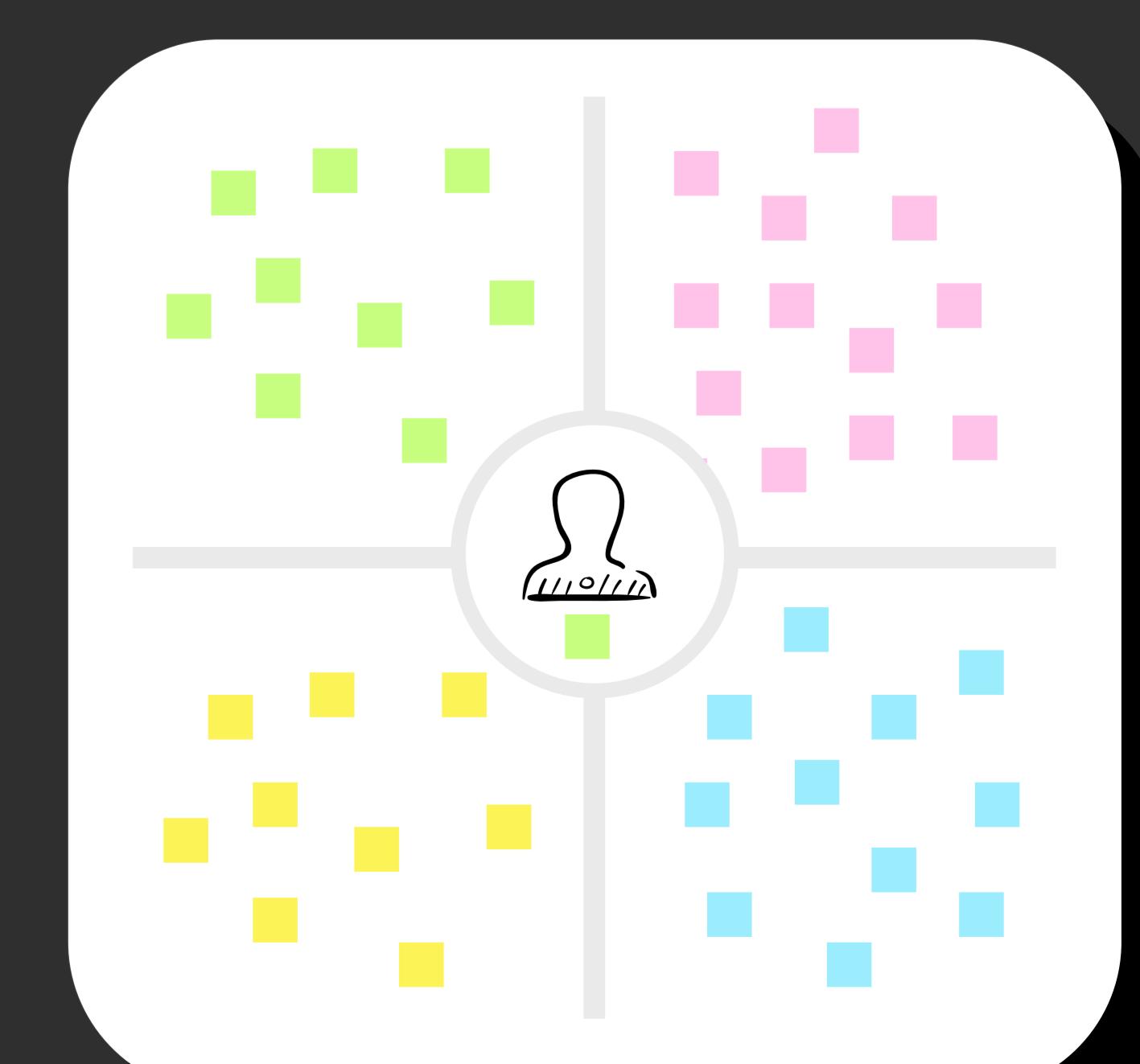
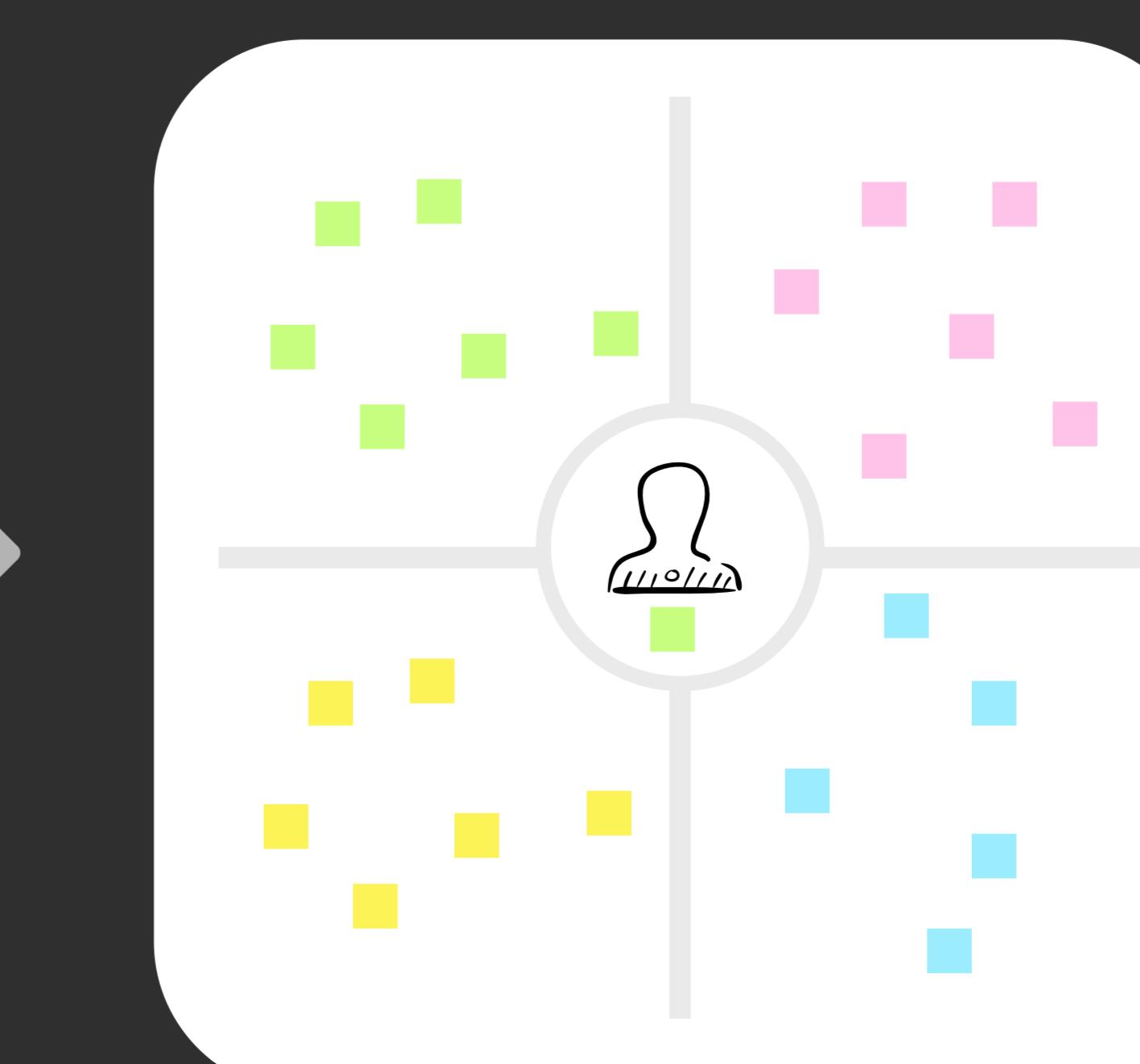
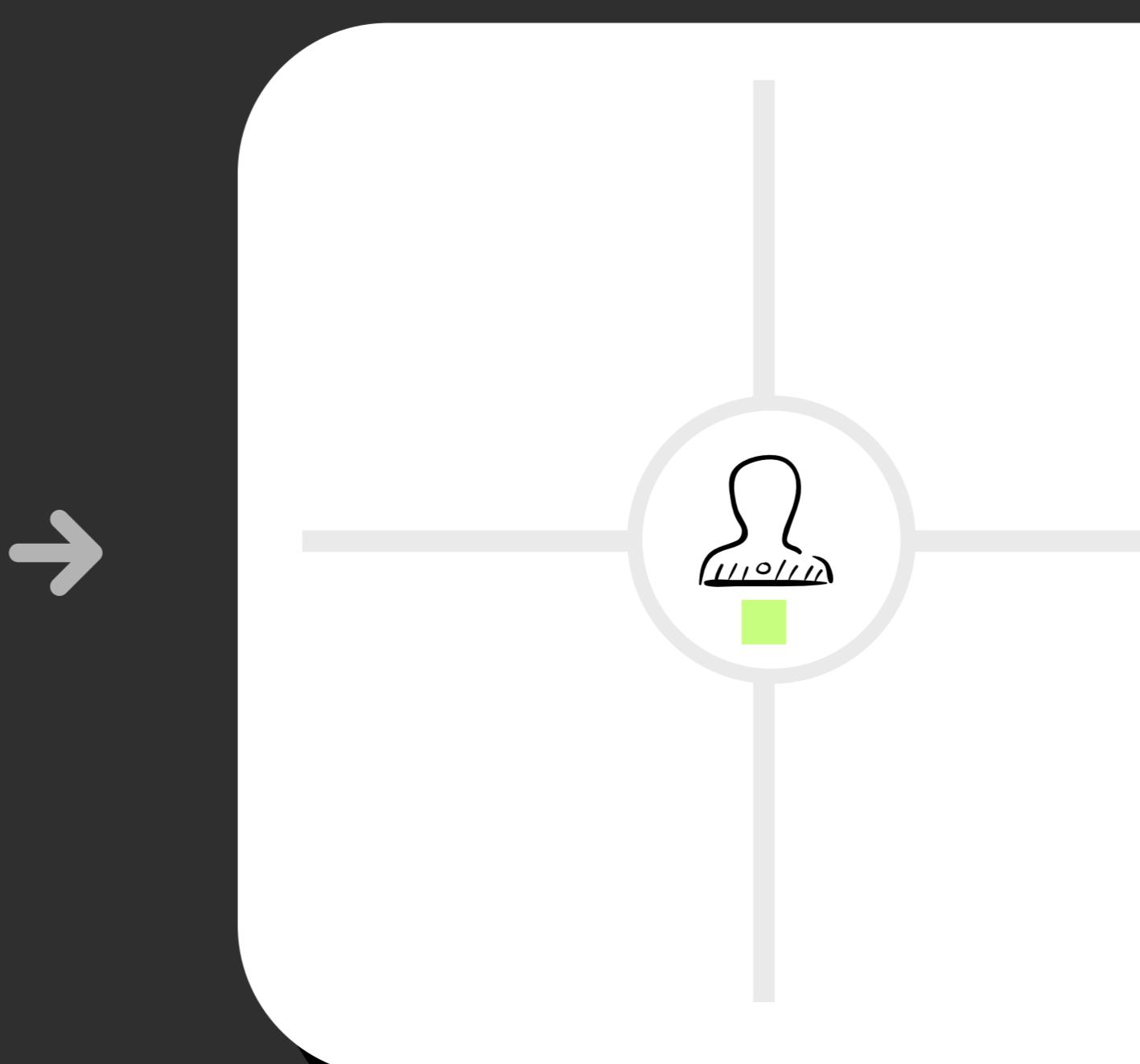
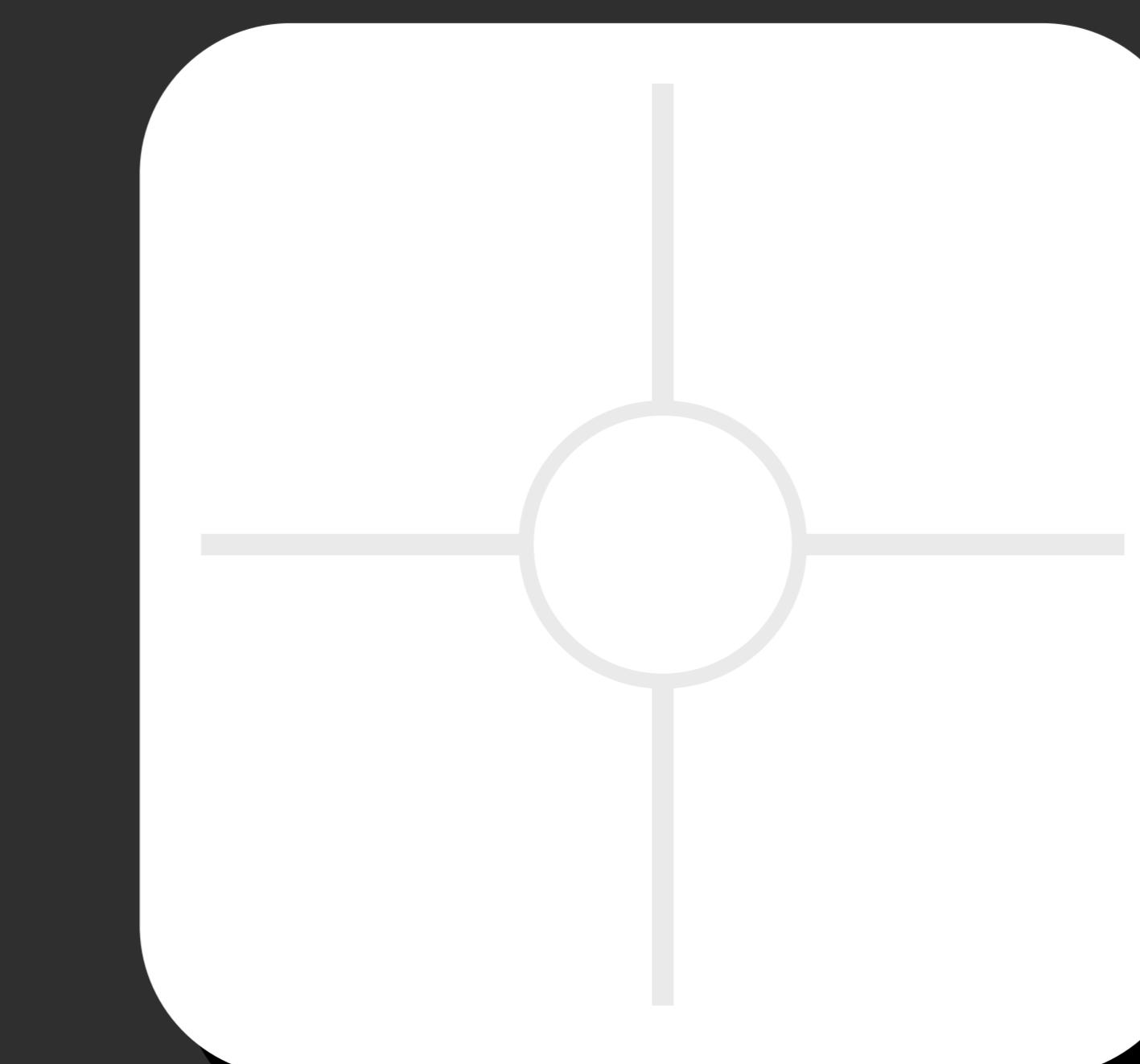
Fossil fuels are the largest sources of energy for electricity generation

Close your curtains in the evening to keep in heat when it's cold

India ranks 6th in hydropower generation during the year 2019

Does

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



Thinks

If you leave the lights and fans on when you leave the room, or leave chargers plugged in when not in use, then your electricity bills are guaranteed.

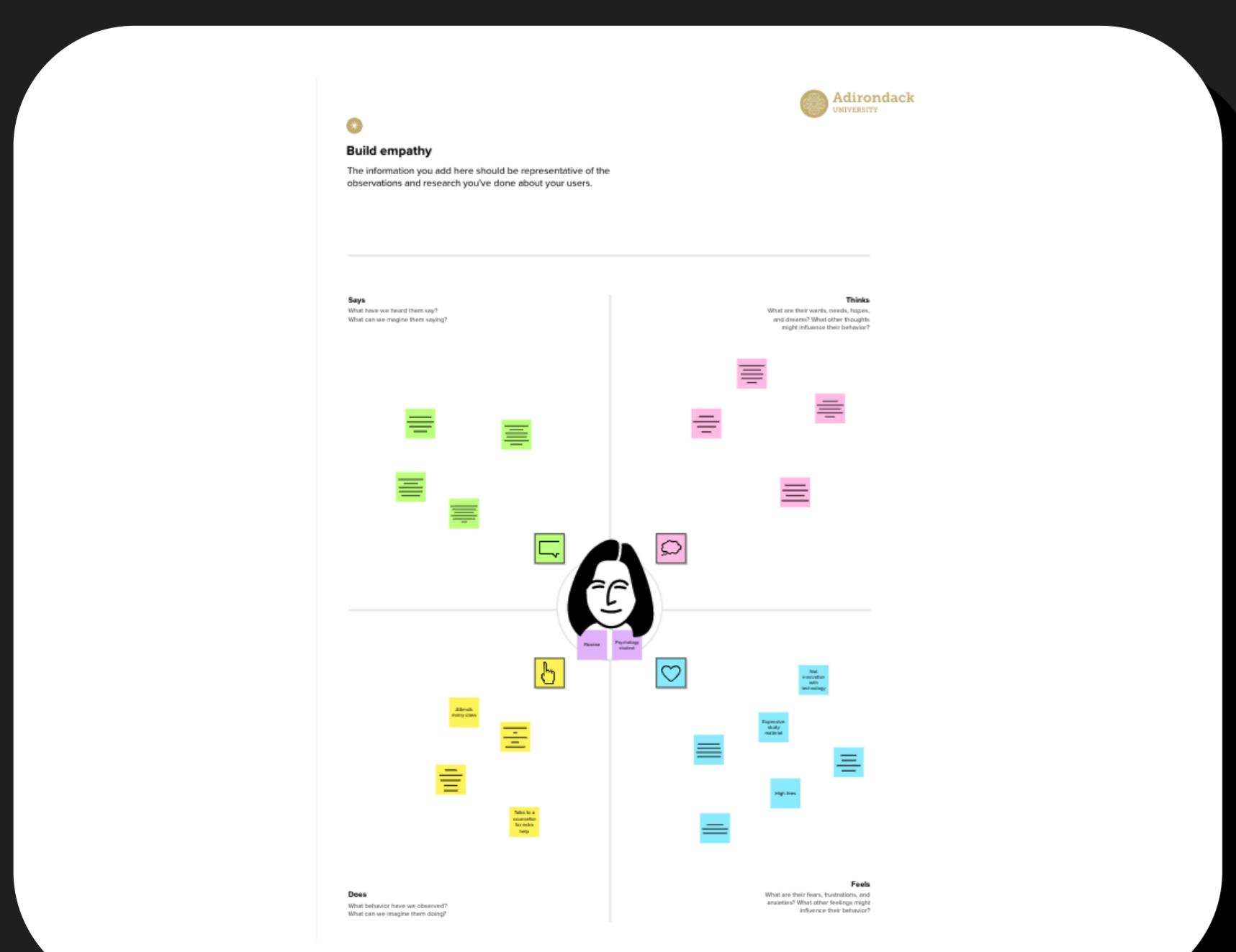
Household consumption causes high electricity usage.

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

Feels

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

[Share template feedback](#)



Need some inspiration?

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

[Open example →](#)