

## 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 magine them saying?

What I say we

By 2050, global industrial energy consumption reaches about 315 quadruillion British thermal units.

In the stated

plugging into the Future An Exploration of Electricity Consumption

> The environmental problems directly related to energy production and air pollution,water

on research and development of renewables and trasmission technology.

Lack of spending

**Thinks** 

It has been recognized as a

basic human need. It is a

critical infrastructure on

which the socio-economic

development of the country

depends. Supply of

electricity at reasonable rate

of rural india is essential for

its overall development.

What i think this topic

several fundamental

methods exist to convert

other forms of energy into

electrical energy. utility-

scale generation is

achived by rotating

electric generators or by

photovoltaic systems.

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

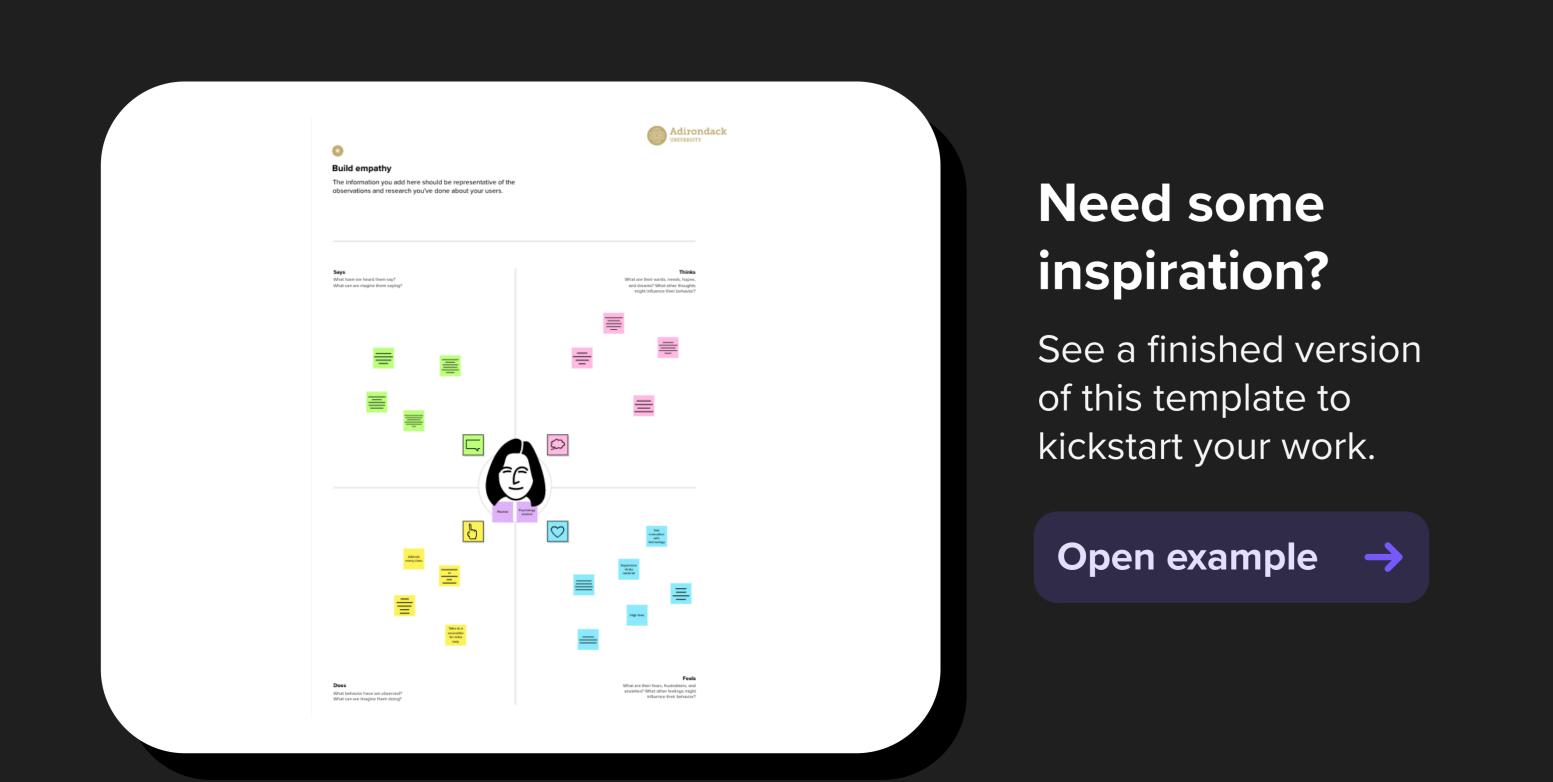
i feels poor of electricity

Expect more nuclear power going forward but not many they are likely to be eclupsed by safwe,truly renewable soureses.

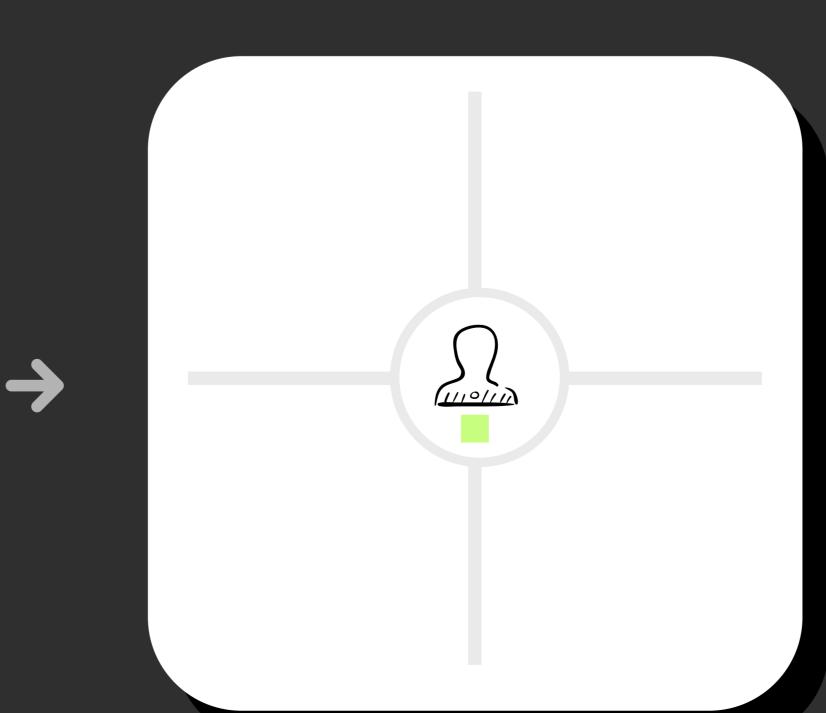
## Feels

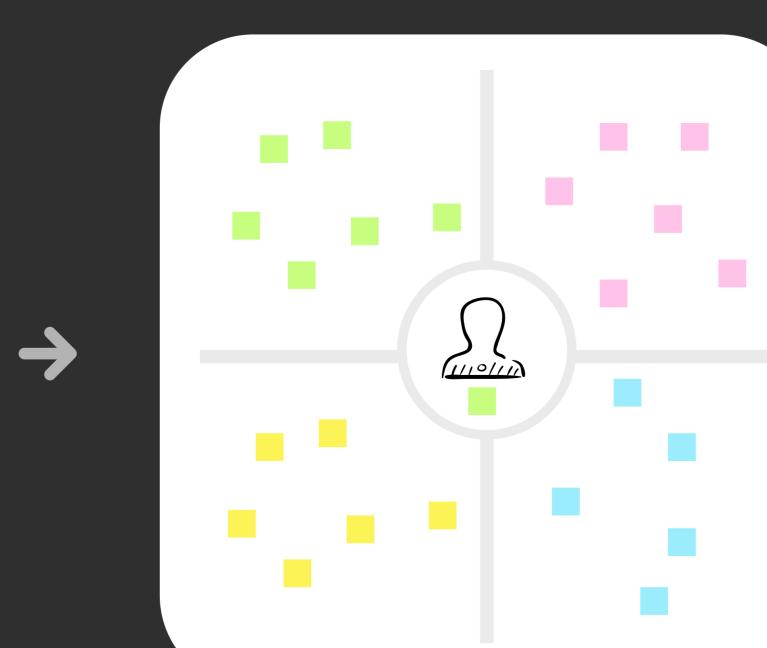
influence their behavior?

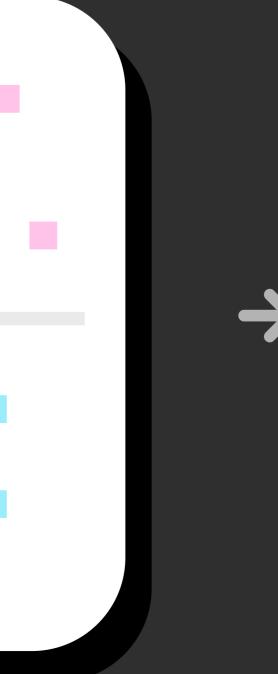
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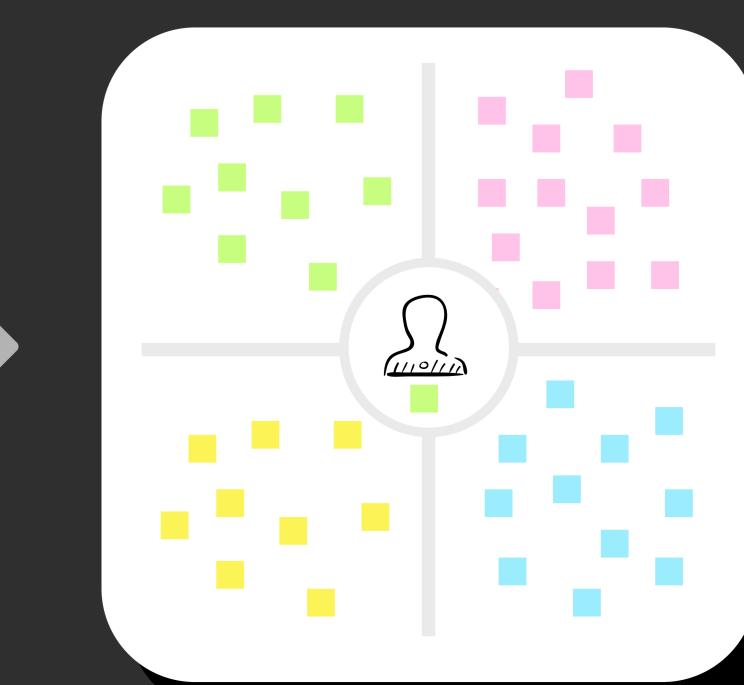












use electricity using renewable energy sources such as wind and power.

The global ambition to reach net carbon emissions by 2050 means we will likely be using more electricity than

over before in the

comimng years

Renewable energy is

energy from sources

that are naturally

replenishing but flow-

limited consuming

electricity from

renewable sources

are used in future.

The use of renewable energy

sources is predicted to increase

in the global energy supply over

the next decades. While, the

utilization of most non-

renewable sourceses expected

to decreases. so let's fast

forward 50 years. here is what

we could expect to see for the

energy of the future.

What behavior have we observed?

What can we imagine them doing?

Does

Policies Scenario, global electricity demand grows at 21% per year to 2040.

patterns.

The government announced future plans to increase the funding under the PLI scheme for domestic solar cells and module manufacturing to Rs 24,000 crore from earlier Rs 4,500 crore to make India an exporting nation.

New resources that are being researched or developed include hydrogen, nuclear fusion, ocean thermal energy conversion, and tidal and wave energy.

generation by early 2025.

Electricity generation in 2050 is around four times of that in 2019 in New Momentum ans Aceelerated, and five in Zero with solar and wind power accounting for 57% to 95% of that growth. Solar and wind installed capacities in 2050 teach 1.3-2.2TW and 0.3-1.2W, respectively, depending on

Renewables

becomes the

largest source of

global electricity

the scenarios.

consumption include pollution and thermal pollution.

infrastructure is major problem consumption.

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