

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?

In future all
technology
depend on
electricity.

Choose eco-
friendly and
non hazardous
electrical
materials.

Electrical
demand
increases
about 25-
30%.

Analyse
electricity
usage by
software
intelligence.

How will
technology
improve
without
electricity?

How do we
consume
electricity
from various
resources?

In future all
village have
electricity!!

Analyse
electricity
production of
previous year
and at present.

**An exploration
of electricity
consumption**

Create a survey
about highest
and lowest
electricity usage
area.

Create
awareness
about electricity
consumption to
public.

Fear of
increasing
electricity
bill.

Sufficient
electricity will
give luxurious
and happy
life.

All electricity
appliance have
backup recover to
prevent excess
flow of electricity.

Expand
modernise
electricity
network which is
backbone of
electricity system.

Increase
production of
electricity
leads to lack
of resources.

Production of
electricity
from various
resources is
astonishing.

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?