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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?

> global electricity demand grows at 2.1% per year to 2040

electricity will largely replace petrol and disel as fule for road vehicles

electricity consumption is an essential component of the modern life. it not only provides clean and safe light throughtout the day, but also in many countries refresh summer and winter days.

To save electricity in feature switch off lightand fans when not required

The energy transition is not only about new ways of generating electricity. It is also about new way of using it.

by 2050, almost 90% of electricty generated comes from renewable source, with wind and solar pv together accounting for nearly 70%.

Thinks

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

> heating and cooling are by far the greatest energy users in the home making up around 40% of our elertric bill.

eletricity is everywhere, even in the human body. our body cells are specialized to conduct electrical current.

Give them a name and

a portrait to empathize

with your persona.

Electricity power loand forecasting (EPLF) is vital in the planning of electricity industry

> Electric power consumption measure the production of power of power plant.

The sources of the electricity, some of the sources of electricity are cells, batteries, generator, dynamo, etc.

electrictu demand growth in india outspace other region to 2030, after which growthis most prounced in asia and africa.

Eletricty is necessary for the operation of critical need medical devices

Between 1980 and 2013, the worlds annual electricity consumption raise from 7300 TWH to 22,100 TWH.

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?











