

## 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.

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

Lack of information about electricity

Austerity in Usage of electricity

The information you add here should be representative of the

observations and research you've done about your users.

**Build empathy** 

Says

Reducing
Electricity
charges

Uninterrupted power supply

Accurate voltage supply

Providing power supply to rural areas

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

**Thinks** 

Usage of smart meters

ELECTRICITY
CONSUMPTION
- AN OVERVIEW

Lavish behaviour in utilizing electrical appliances

consumption

Raising the

Electricity

production

Encouraging alternative forms of electricity

Handling high power consuming appliances

Shortage of electricity

Encouraging LED and CFL bulbs

**Does**What behavior have we observed?

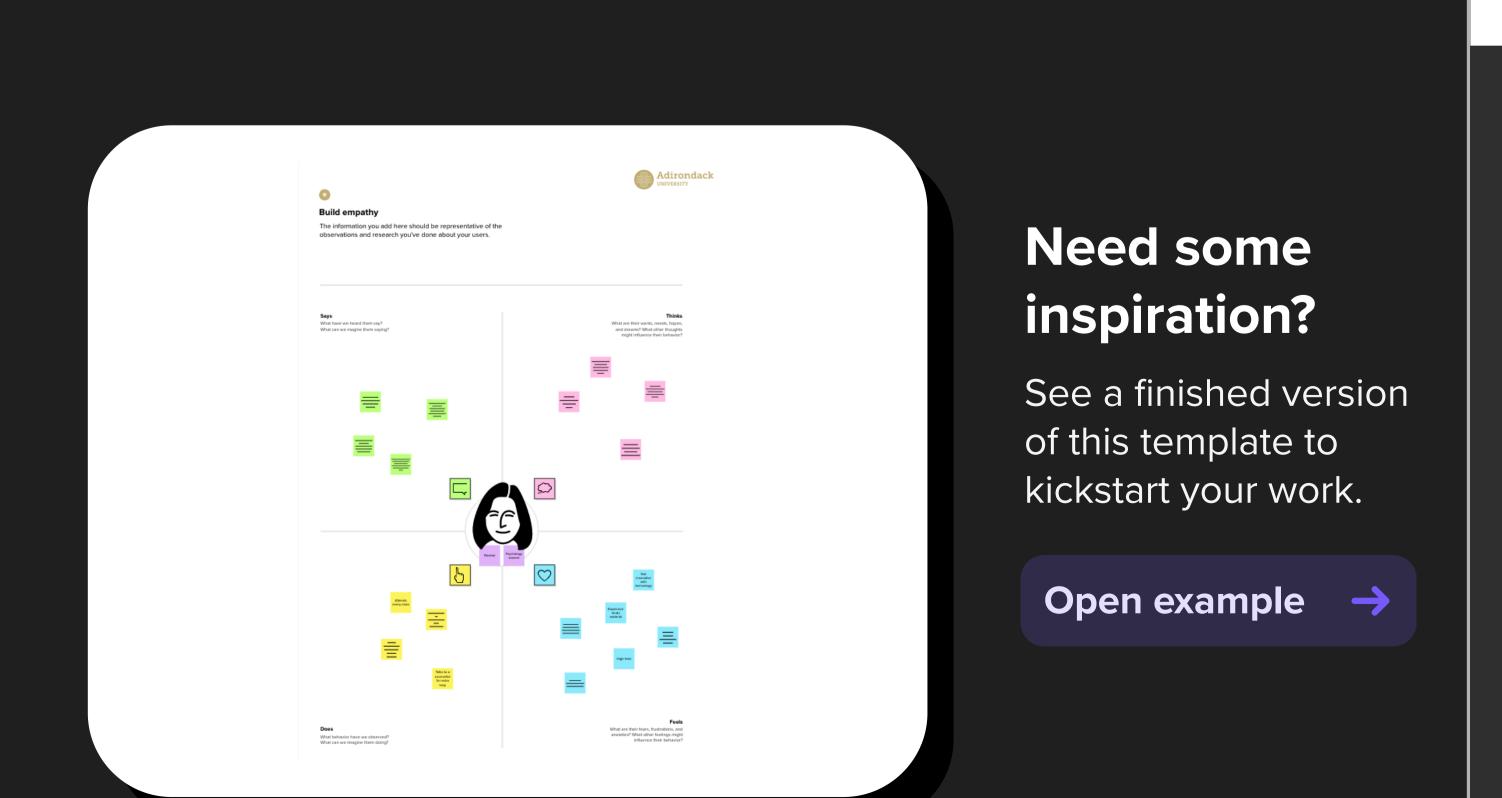
What can we imagine them doing?

Encouraging conventional regulators for ceiling fans

Voltage flluctuations Rise in electricity charges

Feels

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



Share template feedback

