

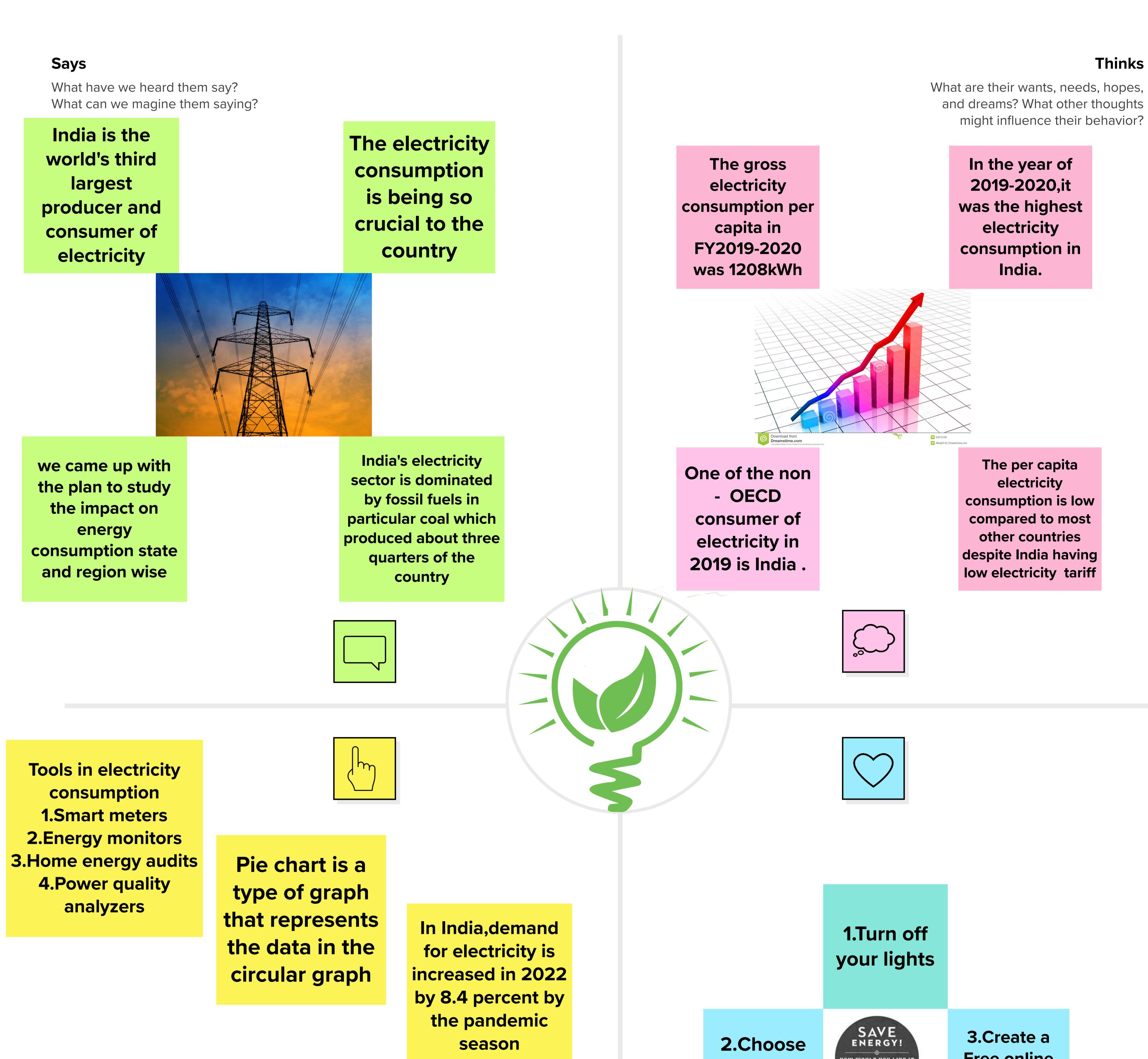
Empathy map

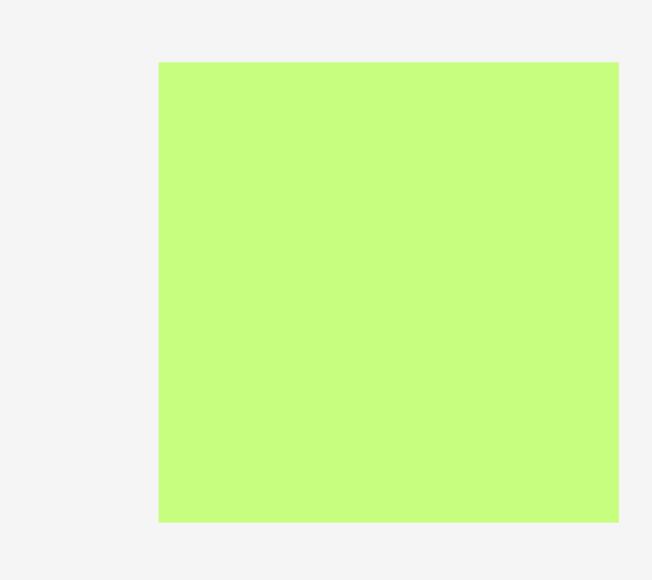
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.





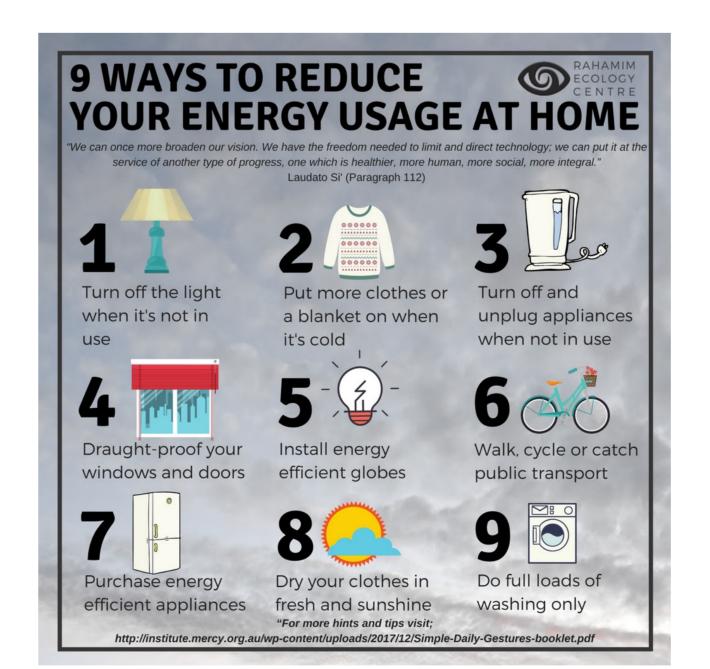




9%
Computers &
Electronics

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

Space Heating 31%



SAVE ENERGY!

HOW WOULD YOU LIKE IT IF SOMEONE TURNED YOU

ON AND THEN

LEFT the right **LED lights**

3.Create a Free online account with electric utility



Feels

Thinks

electricity

India.

The per capita

electricity

other countries

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



