

Does

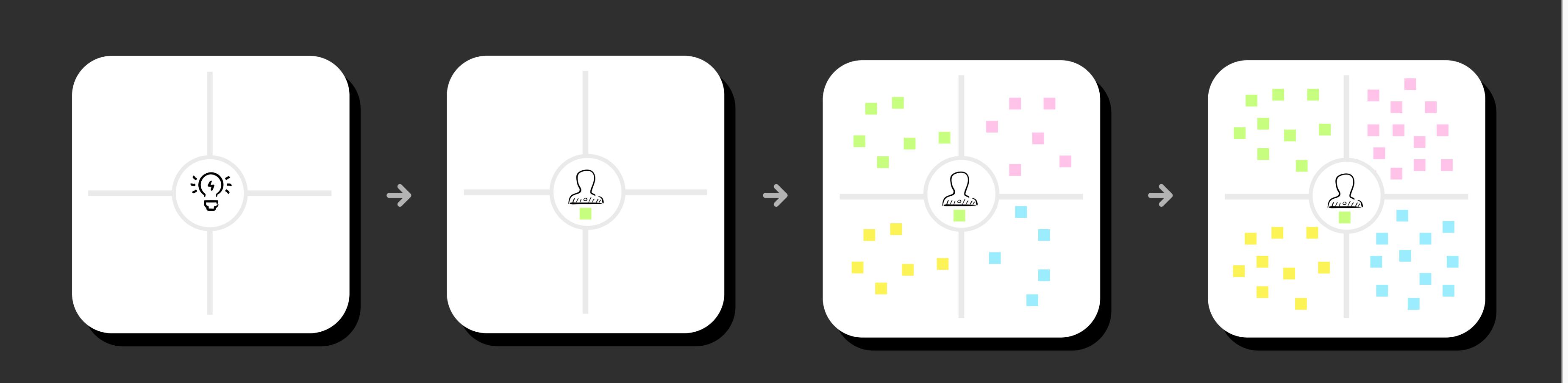
What behavior have we observed?

What can we imagine them doing?

## **Build empathy**

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

## **Thinks** Says What have we heard them say? What are their wants, needs, hopes, What can we magine them saying? and dreams? What other thoughts might influence their behavior? Modern communication Electricity is widely like cellphones and used by public mass transit systems and computers runs primarily with the by electric vehicles use of electricity. across the world Reliable and Recharging places or communicating uninterrupted from a different supply runs the corner of the world equipment is only possible efficiently and because of continuously. electricity. Consumer Schools and Electricity is medical facilities used as fuel by like hospitals railway needs electricity networks in to run efficient many countries. and smoothly. This allowed Electricity powers the most modern messages to transportation. Previously run by types be sent long of diesel, we now have edistance in an bikes and e-jeepneys that utilize the use of instant. electricity to run. **Feels**



What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?