

# Business Model - The Empathy Map

Designed for:

Designed by:

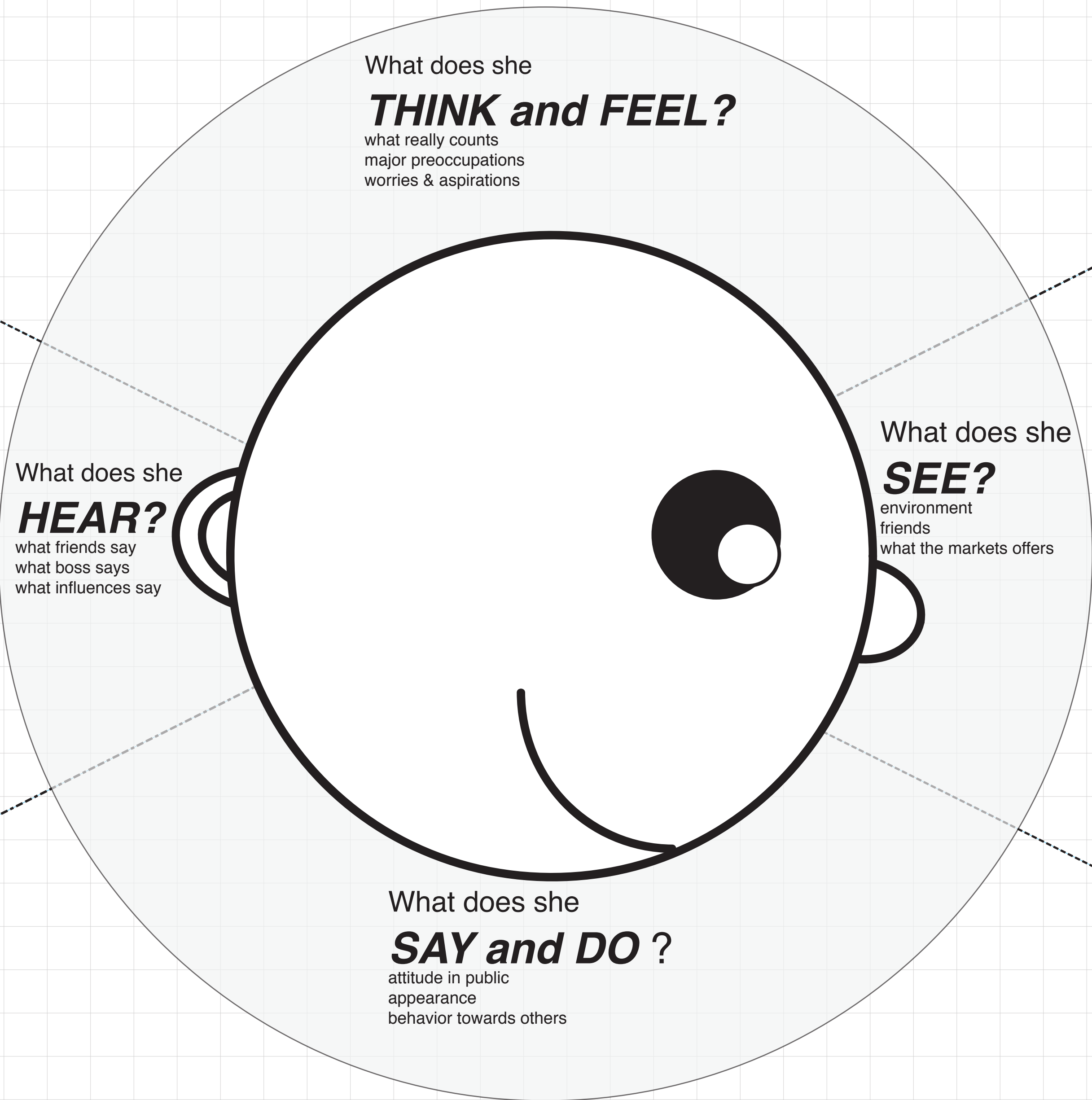
Date:

Iteration:

Customer Perspective:

thinks that plenty of electricity was wasted on daily life. She feel the situation much terrible than people's imagine, find out a solution to save electricity in details and reasonable to use electricity resource.

heard from her's neighborhood how fantastic is this remote system and consult her some feedback about this system.



using remote system to control each electronic devices, set a time to use them, set energy-saving mode and so on. She can see how good is this samrt and environmental system.

She might say this system is really helpful for her life. She will insist of save electricity by many ways, as well as other resource such as water and paper.

**PAIN**  
fears, frustrations, obstacles

save as much as possible electricity by remote system at home.

**GAIN**  
"wants"/needs, measures of success, obstacles

less electricity fee spent and convenient to control electronic equipment/devices.