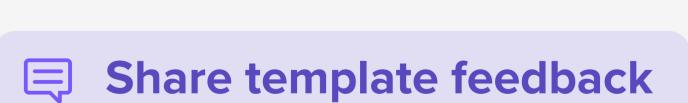
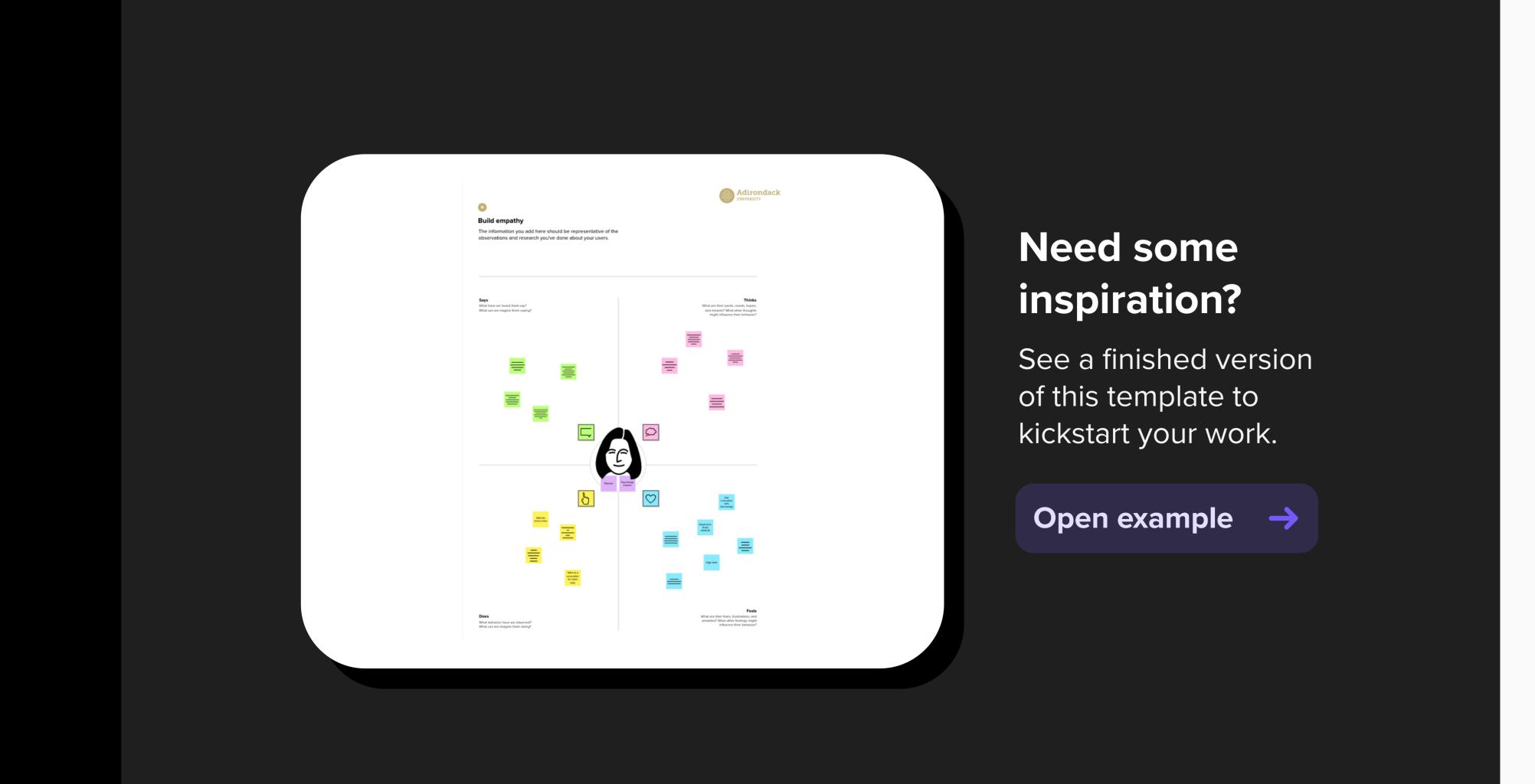


# Empathy map

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.

People says that it cause respiratory disease from smog and air pollution.

The researchers says that India accounted for 7 % of the global c02 emissions.

People thinks that it is one of the most important environmental problems in the world.

It needs
Green
House
Gases.

#### Says

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

Extreme weather, Food supply distruption.

It increase Wild fires are other effect of climate change causd by Green House Gases.

Renewable energies and controlling carbon

management.

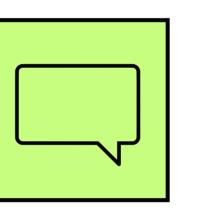
Burning fossil fuels for electricity,heat and transportation

**Thinks** 

What are their wants, needs, hopes,

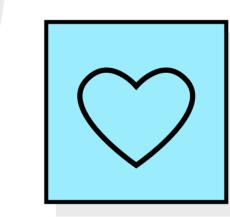
and dreams? What other thoughts

might influence their behavior?



A GLOBAL COZ EMISSION ANALYSIS





Researchers
to explore
carbon
reduction and
mitigation
strategies.

Main strategies are tree planting and forest restoration.

Loss agricultural yields.

Warmer temperatures can cause economic loss for a country.

### Does

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

CO2 in the atmosphere warms the planet, causing climate changes.

The production of chemicals and petro chemical products.

# Feels

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

Reducing labor productivity and decreasing industrial output.

CO2 increases effect Flood,Drought.



