



## Build empathy

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

### Says

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

### Thinks

What are their wants, needs, hopes,  
and dreams? What other thoughts  
might influence their behavior?

EARTH

Energy  
efficient  
Appliances

60% of  
agriculture's  
green house  
gas emission

Heating is the  
major Impact  
of CO2  
Emission

Use Renewable  
energy to  
Avoid CO2  
Emission

Modern LED  
bulb helps the  
lower the CO2  
Emission

Will destroy  
our ozone  
layer?

Is it  
impossible to  
reduce CO2?

Without  
pollution, a  
peaceful  
environment

CO2 Emission  
by fossil fuels

No  
industries, No  
CO2 Emission

Teak tree has  
the highest  
carbon

Reeyeling  
CO2

Electricity and  
Heat sector is  
mostly used in  
india

Reducing  
vehicles  
Usage

Planting  
trees to  
reduce CO2

Cause Global  
Warming

It is  
generated by  
smokestacks

Living  
Organisms  
Affected

Green House  
Emission, Air  
pollutant  
emission

CO2 Emission  
affect air

### Does

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

### Feels

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

