

**Ideation Phase**  
**Empathize & Discover**

Date :	18 March 2023
Team ID:	NM2023TMID10687
Project Name Project	Unearthing the Environmental Impact of Human Activity: A Global CO2 Emission Analysis
Maximum Marks	5 Marks

**Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Reference: <https://app.mural.co/invitation/mural/ssbdataanalyticsusingtableau3475/1678946369410?sender=u6f86f48fb7a471e2f2d40108&key=74ba55fc-1ce4-43af-a13d-96be3569eb>



## Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

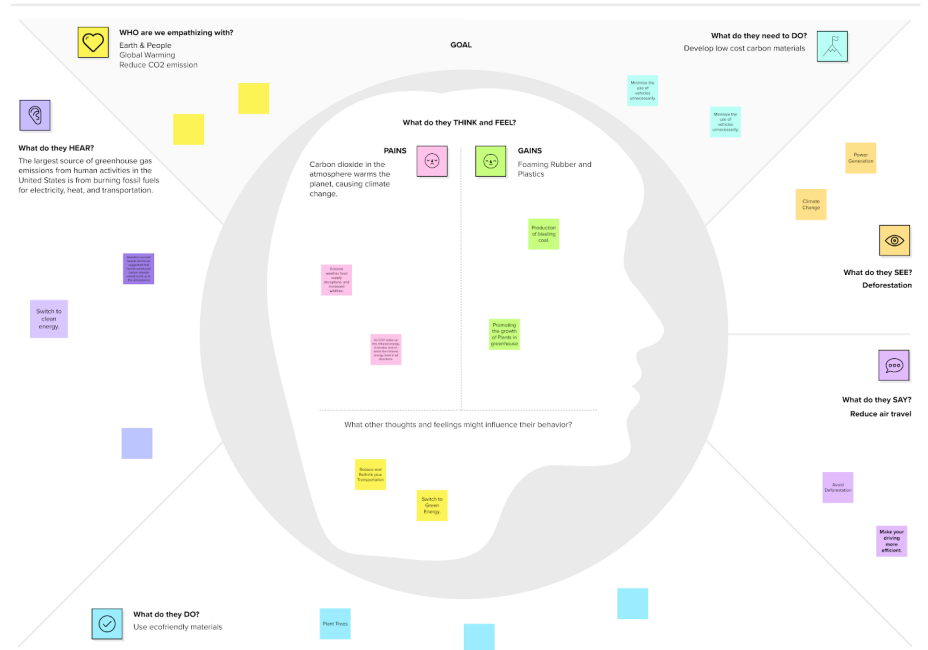


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### Develop shared understanding and empathy

Global warming is one of the biggest challenges currently being faced by the human race. Due to human activities, the atmospheric concentration of carbon dioxide has been rising extensively since the Industrial Revolution and has now reached dangerous levels not seen in the last 3 million years.



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