

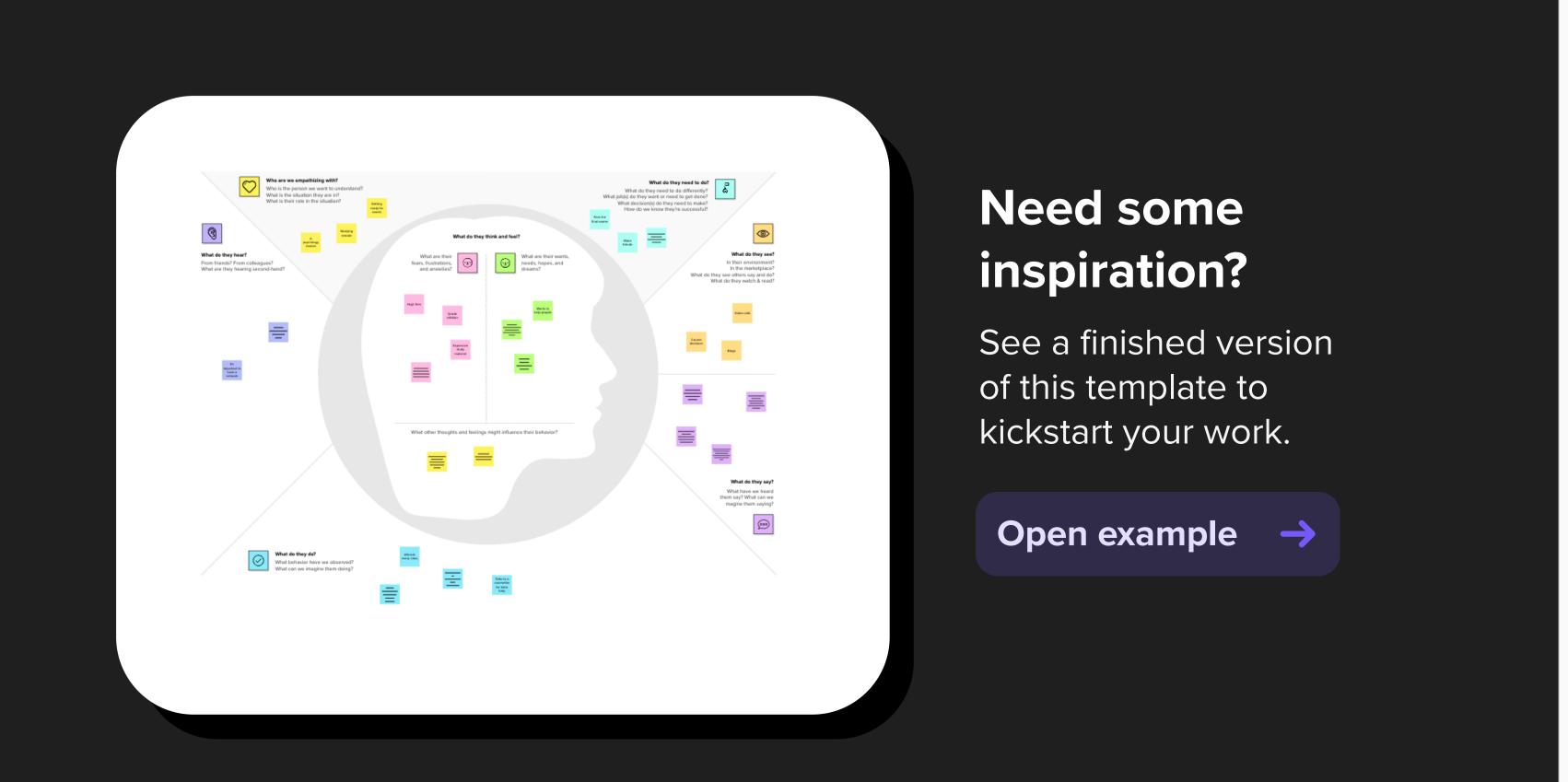
# Empathy map canvas

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



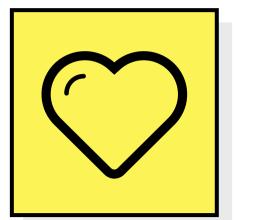
**Share template feedback** 





# Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



### WHO are we empathizing with?

Who is the person we want to understand? What is the situation they are in? What is their role in the situation?

Human activities are responsible for almost all of the increase in greenhouse gases in the atmosphere over the last 150 years

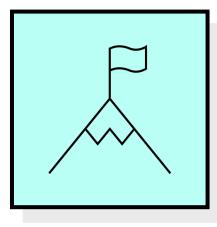
#### **GOAL**

What do they THINK and FEEL?

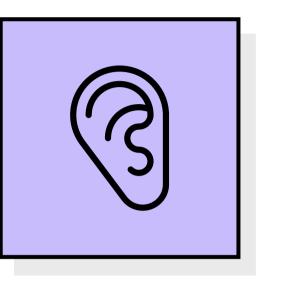
CO2 produced by human activities is the largest contributor to global warming

#### What do they need to DO?

What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

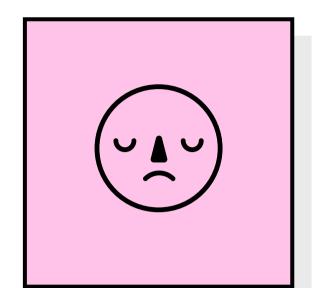


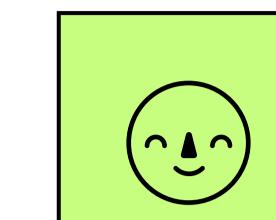
The 30% increase in atmospheric CO2 during the 20th century boosted crop productivity by around 50%



#### **PAINS**

What are their fears, frustrations, and anxieties?





#### **GAINS**

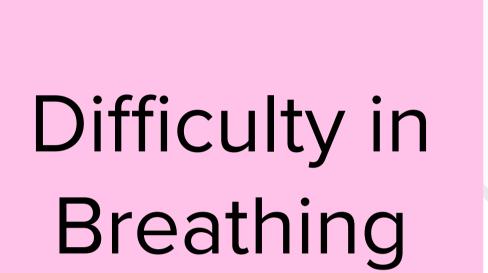
What are their wants, needs, hopes, and dreams?



#### What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

Emissions stemming from the burning of fossil fuels and the manufacture of cement



Changing the

balance of

the climate

system

Releasing chemicals into the atmosphere

Produce fuels that are in use today

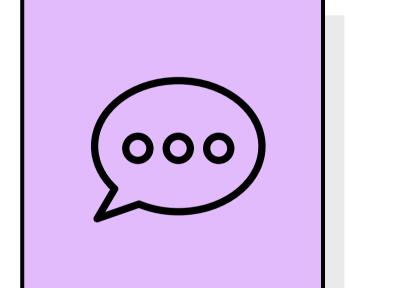
Green plants CO2

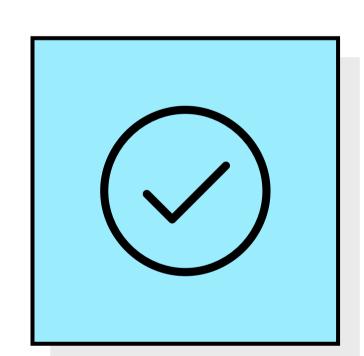
CO2 is an essential nutrient for land-based plants

# What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

> High rates of CO2 emission will increase the atmosphere - ocean gradient in CO2 concentrations

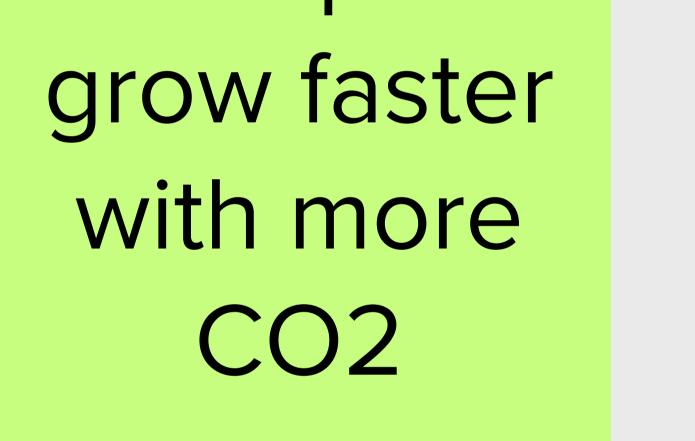




## What do they DO?

What do they do today? What behavior have we observed? What can we imagine them doing?

> When fossil fuels are burned, they release large amount of Co2,a greenhouse gas, into the air



### What do they SAY?

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

> The more atmospheric Co2 will increase global warming



