

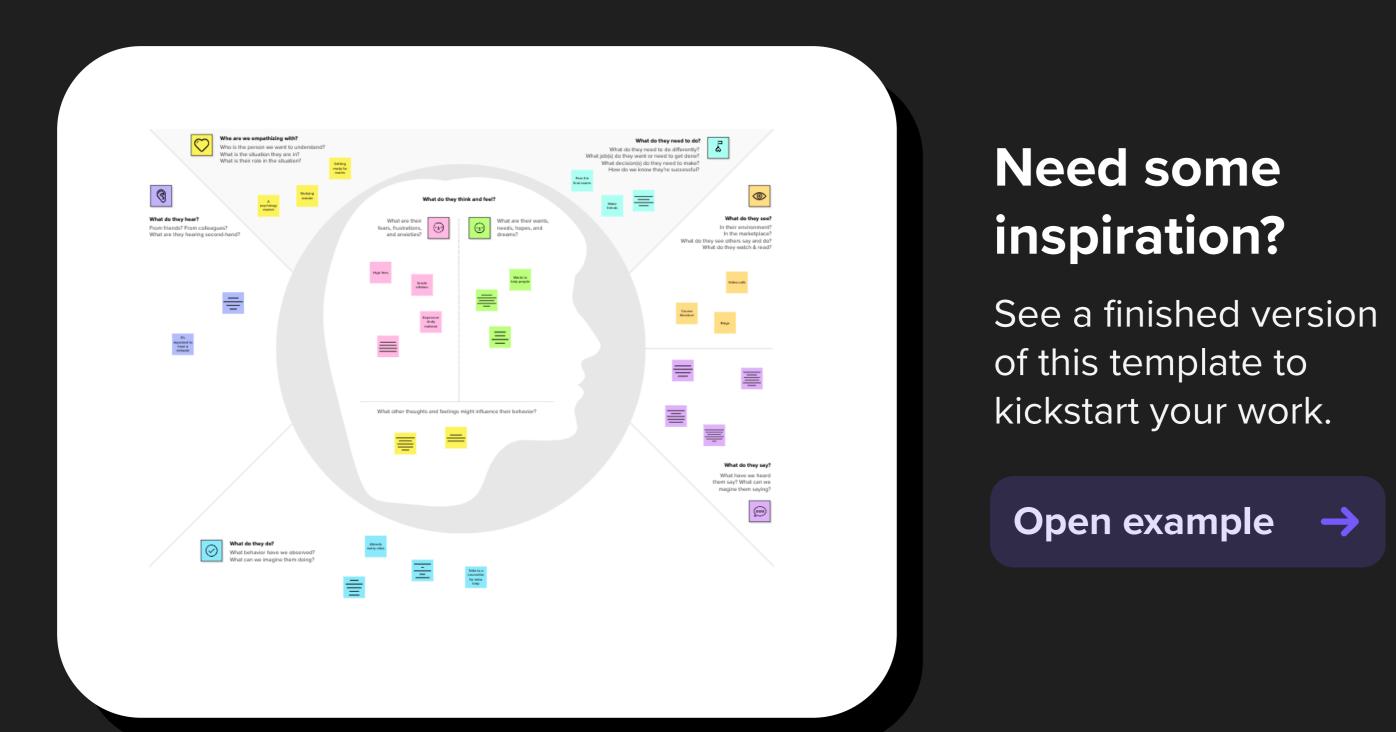
canvas

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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TRACING THE GROWTH OF THE GLOBAL COMMUNITY:

A POPULATION FORECASTING ANALYSIS

Specify the Business problem Business requirements Literature Survey Social or Business impact

What do they HEAR?

since 1998.

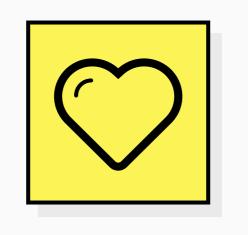
We hear people saying that the

population reached 8 billion in 2022 from

an estimated 2.5 billion people in 1950,

adding 1 billion since 2010 and 2 billion

It expected to peak 10.4 billion in 2080.



WHO are we empathizing with?

1.The people who are unaware of the current population growth. 2. They are in situation in which population is more than 3 times larger and expected to increase by nearly 2 billion in next 30 years. 3. (a) They are the members of the global

overpopulation

GOAL

community

(b) They need to understand the effects of

What do they THINK and FEEL?

PAINS

They fear about the family's next generation. Financial burden. Scarcity on necessary requirement. Unemployment.

GAINS

They want employment. They need peaceful and pollution free environment. They dream to lead a happy and healthy life.





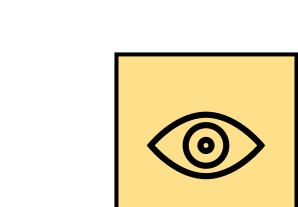
To maintain Population growth

Literature Survey Sources:

What do they need to DO?

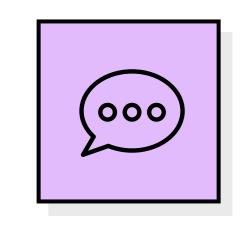
1.(a)Try to follow a good family scheme "One is good, two is enough". (b) To improve the the infrastructure and strategies through which the cities could manage the population.

2. By understanding the population growth trends and demographics, a business can make more informed decisions about where to invest resources and expand operations. 3. By the statistical data.



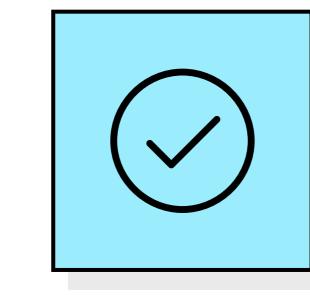
What do they SEE?

1.They see population growth in gender 2. We see over exploitation of resources and rapid increase in population and demographic changes 3. They see increasing number of people surviving to reproductive age, increasing the human lifespan, increasing urbanization and accelerating migration, increase fertility rate.



What do they SAY?

They say that the hungry world cannot be fed until and unless the growth of its resources and population come into balance.



What do they DO?

1.Raising the status of women. 2.Minimum age of marriage. 3.Spread of education.

