Empathy Map

EMPATHY MAP
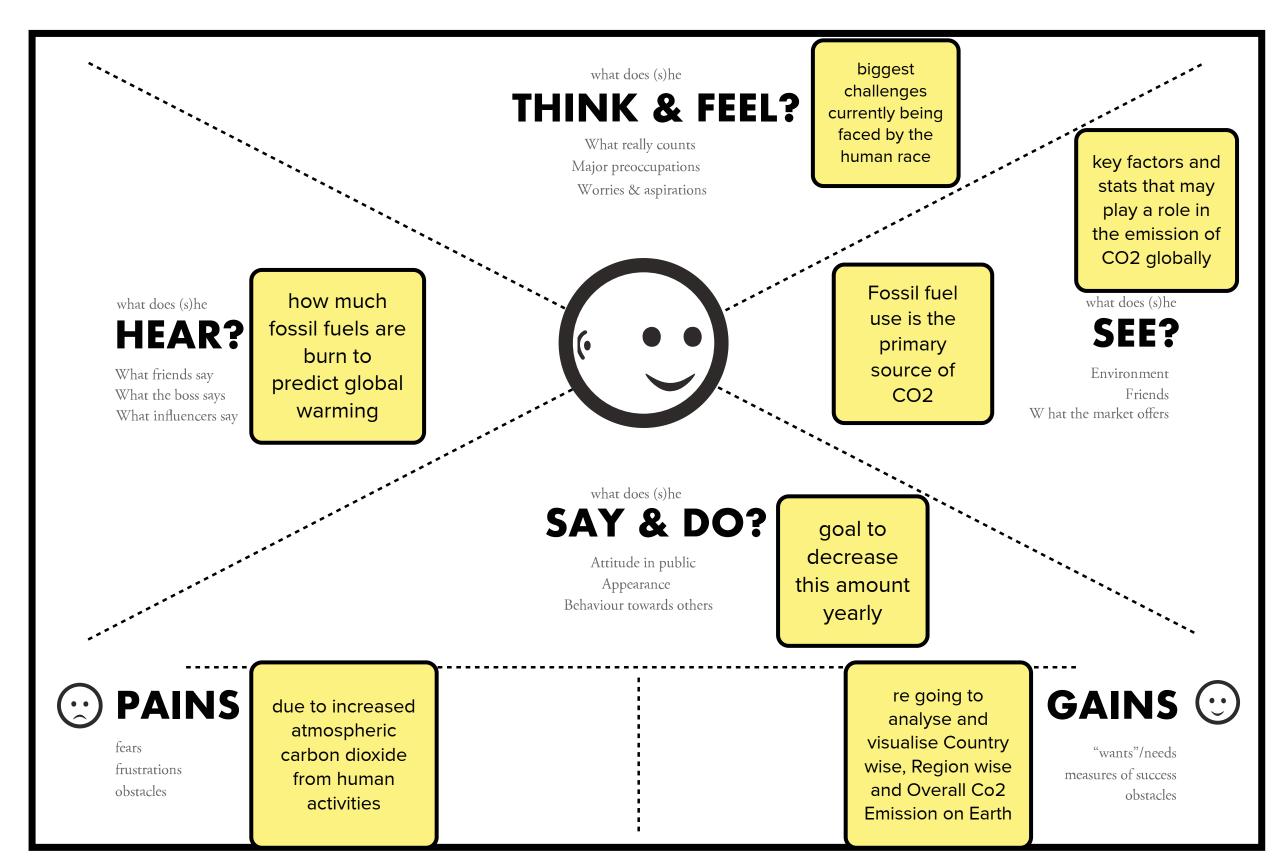Identifying stakeholder behaviour

| Project name: | Stakeholder: | Day | Month | Year |
| Designed for: | Designed by: | Version | | |

THINK & FEEL?

what does (s)he

What really counts
Major preoccupations
Worries & aspirations

biggest challenges currently being faced by the human race

key factors and stats that may play a role in the emission of CO2 globally

HEAR?

what does (s)he

What friends say
What the boss says
What influencers say

how much fossil fuels are burn to predict global warming

Fossil fuel use is the primary source of CO2

SEE?

what does (s)he

Environment
Friends
What the market offers

SAY & DO?

what does (s)he

Attitude in public
Appearance
Behaviour towards others

goal to decrease this amount yearly

PAINS

fears
frustrations
obstacles

due to increased atmospheric carbon dioxide from human activities

re going to analyse and visualise Country wise, Region wise and Overall Co2 Emission on Earth

GAINS

"wants"/needs
measures of success
obstacles