

Task -11 EMPATHY PROCESS FLOW

Persona



Nikhil teja

Pains

Fears, frustrations, obstacles

lack of knowledge
,time and effort

unclear instructions
,overfilled bins

Hygiene concerns

Gains

Wants/needs, measure of happiness

confidence,

engagment

efficiency

Say

We are not sure where to put this waste can be recycled

And the recycling process takes too much of time

we want an easier method to adpot this in our daily life

Think

As we asking recycling correctly the material

Is this really helping the environment and its is really eco friendly

Is not there a simple ,guided process for waste disposal will this bin overflow or create a mess

Do

seek alternative solutions or ignore recycling altogether

Throw everything in one bin convenience and avoid recycling due to lack of clarityor effort

we slove the struggle to differentiate between recyclable and non recyclable waste.

Feel

Frustration ; over unclear waste disposal rules

GUILT : about contributing to environmental damage

Concern: About cleanliness and convenience