EMPATHY MAP Identifying stakeholder behaviour	Project name: Designed for:	Stokeholder: Designed by:	Day Month Year Version
People that he shows his garden to think it's a nice garden what does (s)he HEAR What friends say What influen What the box What influen	thnking of monitoring his place comfortable comfortable relations What Be Major relations Amount of space at home is less People's "Wow" reactions	REEL? Water and Much less energy. Thinks about change. gardening Play ground for exploration	Wants to be part of a Community Big omplex garden Social Place Environment Environment Environment Environment Environment See To be part of a Community A Creative A C
Information goes angle exchange exchange information knowledge and ening gardening gardening to unit accordance.	what does to put a lot of put a	abour Construct with "I'ar abour StructUres with about to part StructUres with about the food she New le	Can see the visible growth indoor garden and the balcony In not sure out my soil ondition Can give plants to others arning
PAINS A log eff Can't in much solve the lead from turning to the lead of the	Consuming Most of Confused Which pestic use	her friends. The in the due to the in w	effort you put ill be worth it of sob harvest
Designed by EVENT DESIGN Collective 2018 EVENT DESIGN COLLECTIVE GMBH	EVENT DESIGN USING THE EVEN www.eventcan		version 20180621 Source: adapted from XPLANE