Tracing The Growth Of The Global Community: A Population Forecasting Analysis

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Project Name	Tracing The Growth Of The Global Community: A Population Forecasting Analysis

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.





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?











What do they HEAR?

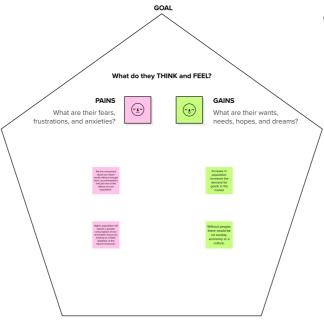
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?







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What other thoughts and feelings might influence their behavior?









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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?



What do they SAY?

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





What do they DO?

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



