

Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.



Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

human health and well-being or internately linked to the state of the environment good quality natural environment provide basic needs and meterial inputs for production.

we won't have a society if we destroy the environment

losting light bulbs 5.educate

DREAMS

sustainable

1.conserve

2.choose

3.plant a tree

4.use long

NEEDS; — earth is a home for different living species and we all are dependent on the environment for food,air,water and

other needs

HOPES
concerving
the environment
would certainly
improve the
health of people

Thinks

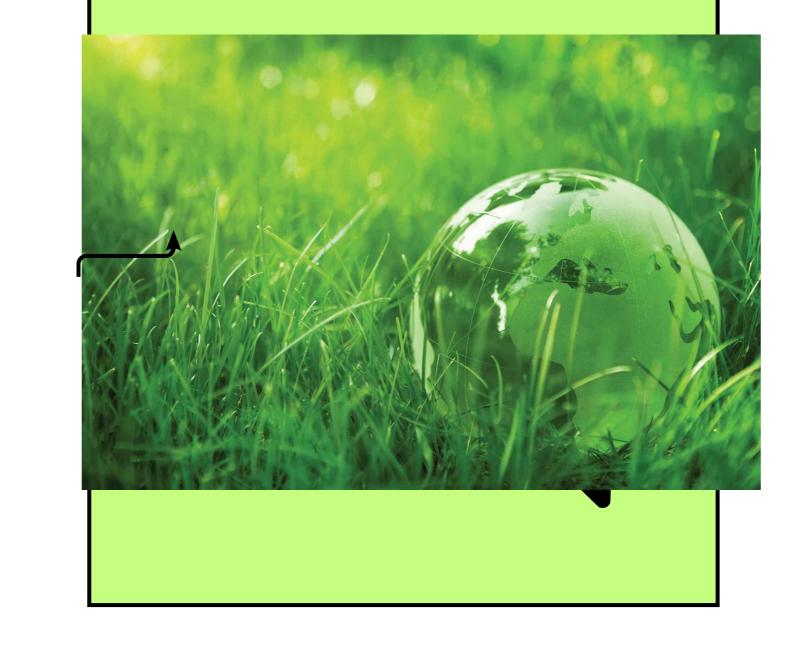
What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?



WANTS Healthy
eco system clean our
water,purify our
air,maintain our
soil,regulate the
climate,recycle
nutrients and provide
as with food.



environmentaly
sustainable
behavior typically
requires the
induvidual to make
anadditionl effect.

for example recycling, using public transport and energy conservation at home necessitate adopting once daily routine.

we can imagine
1.save
electricity
2.save water
3.go paperless
or use less paper

DoesWhat behavior have we observed?

What can we imagine them doing?

Fixternal Environment

Global Internal Environment:
Environment:
Entrepreneurs
Managers
Workers
Customers
Competitive Demographic

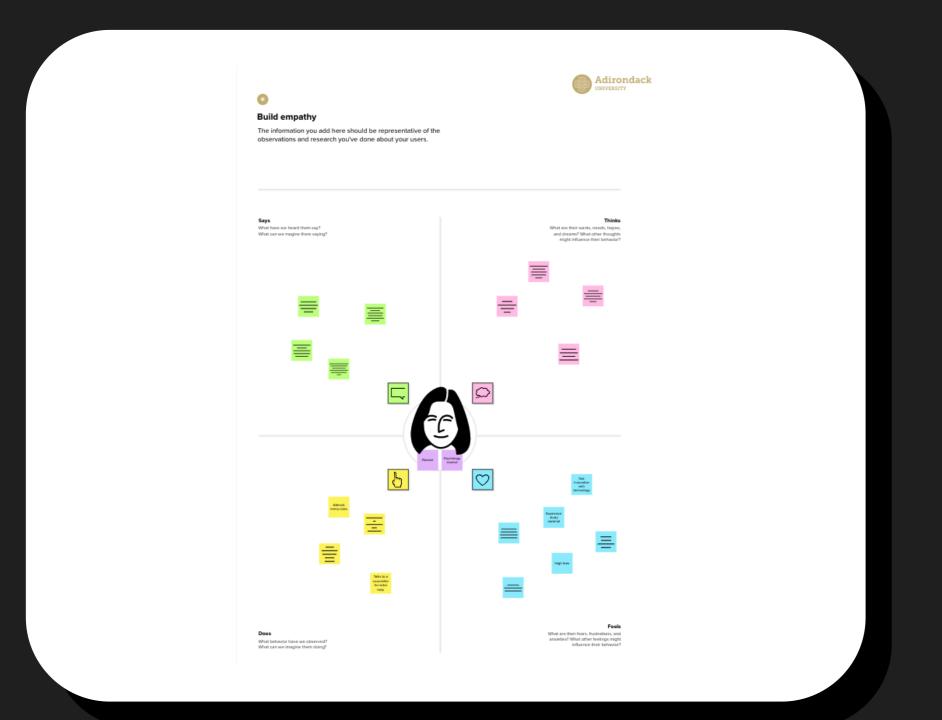
eco-anxiety is the chronic fear of suffering and environmental cataclysm, although it is a neologism, the term eco-anxiety has already curved out a signification space in the time tables of psychologists around the word and ofcourse in some people daily lives.

environmental
frustration take place
when the individual
experience problems
with in the
environmental
condition

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

frustration example;
1.your ugly body
part 2.bad
restaurant food
3.not payin
someone back

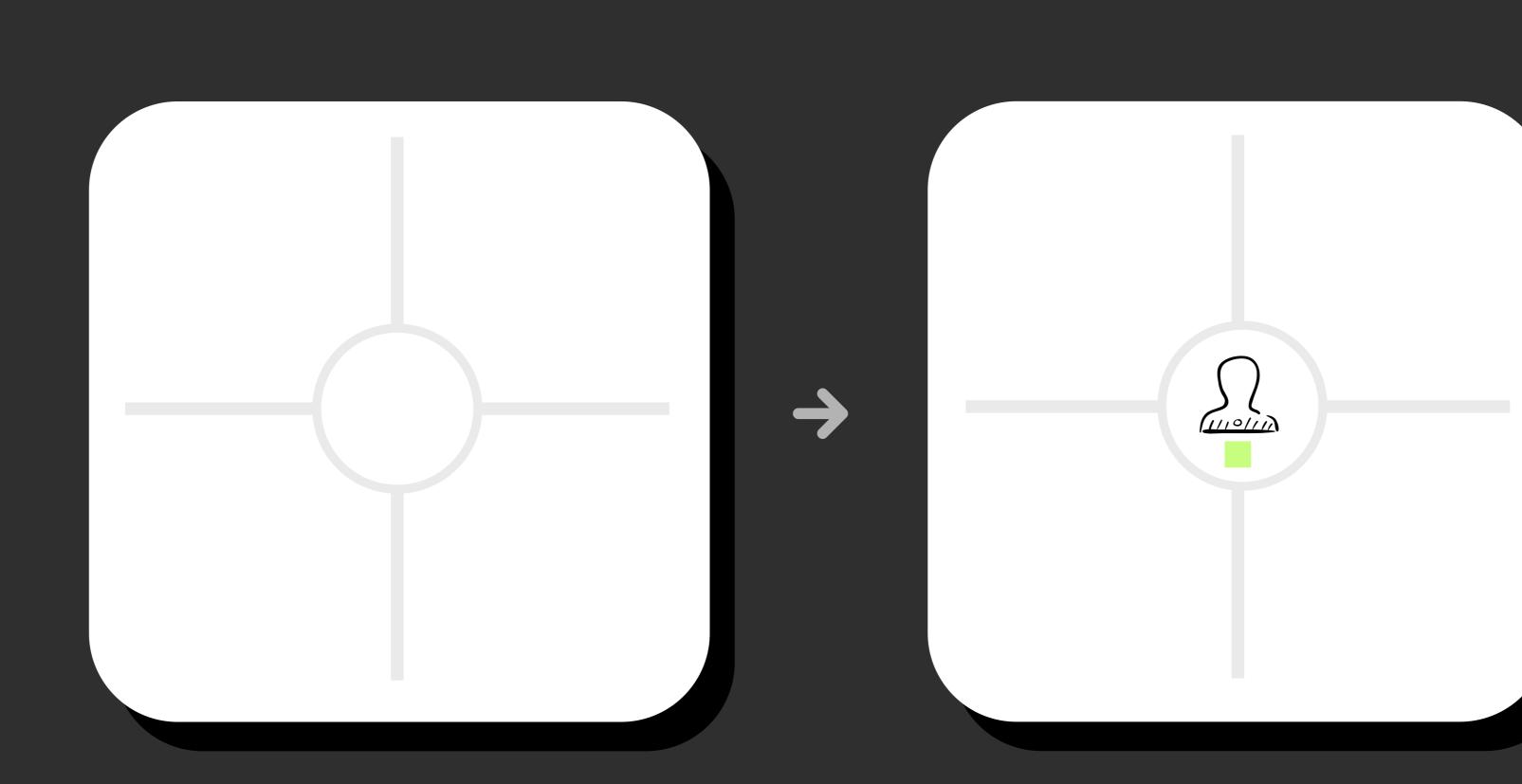


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wheather we envission

ourselfes as a part of

nature, seperate from it

something inbetween

has a profound effect

on how we treat the

planet.

