EMPATHY MAP

Identifying stakeholder behaviour

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

LESS MAINTENANCE

MORE ECO FRIENDLY

USER FRIENDLY

LESS POLLUTION

what does (s)he

THINK & FEEL?

What really counts
Major preoccupations
Worries & aspirations

what does (s)he

HEAR?

What friends say
What the boss says
What influencers say

COMPATIBLE

SMART WASTE MANAGEMENT SYSTEM IN METEROPOLITIAN CITIES

BETTER FOR THE WORLD

what does (s)he

SEE?

Environment
Friends
W hat the market offers

EASY TO INSTALL

ENVIRONMENT FRIENDLY

SAY & DO?

Attitude in public
Appearance
Behaviour towards others

MORE COSTLY

PAINS

fears
frustrations
obstacles

REQUIRES TOTAL DISPLACEMENT OF DISPOSAL SYSTEM

MIGHT REQUIRE ADDITIONAL TRAINING FOR MAINTENENCE

MAKES WASTE DISPOSAL EASIER

REDUCDES HUMAN LABOUR

GAINS

“wants”/needs
measures of success
obstacles

Designed by

version 20180621