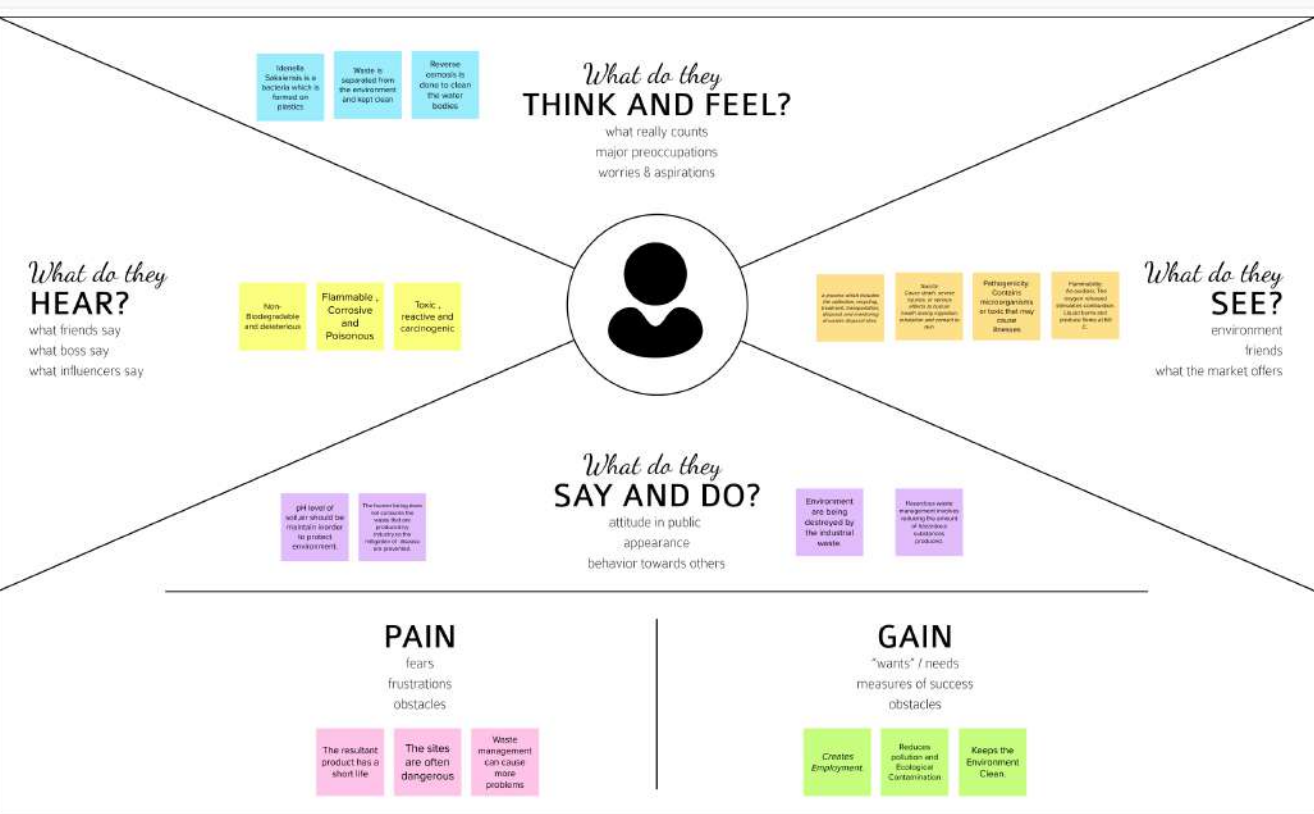# Empathy Map Canvas

Gain insight and understanding on solving customer problems.

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Blue notes:
- Identella Sokalensis is a bacteria which is formed on plastics
- Waste is separated from the environment and kept clean
- Reverse osmosis is done to clean the water bodies

What do they HEAR?

what friends say
what boss say
what influencers say

Yellow notes:
- Non-Biodegradable and deleterious
- Flammable, Corrosive and Poisonous
- Toxic, reactive and carcinogenic

What do they SEE?

environment
friends
what the market offers

Orange notes:
- A process which includes the collection, recycling, treatment, transportation, disposal and monitoring of waste disposal sites
- Toxicity. Cause death, serious injuries or serious effects to natural health using ingestion, inhalation and contact to skin
- Pathogenicity. Contains microorganisms or toxins that may cause illnesses
- Flammability. As oxidises, has oxygen released between combustion. Causes burns and produces flares of NO₂

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Purple notes:
- pH level of soil air should be maintain in order to protect environment
- The human being does not consume the waste that are produced by industry so the mitigation of disposal are prevented
- Environment are being destroyed by the industrial waste
- Reactive waste management involves reducing the amount of hazardous substances produced

PAIN

fears
frustrations
obstacles

Pink notes:
- The resultant product has a short life
- The sites are often dangerous
- Waste management can cause more problems

GAIN

"wants" / needs
measures of success
obstacles

Green notes:
- Creates Employment
- Reduces pollution and Ecological Contamination
- Keeps the Environment Clean.