Empathy Map Canvas

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Emerging Methods for Early Detection of Forest Fires

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

It saves forest.

Wild animals are saved.

Is fire confirmed?

Does it require more camera?

What do they
HEAR?
what friends say
what boss say
what influencers say

Direct thunder on trees.

How will it alert?

Will it let me know how the fire begins?

What do they
SEE?
environment
friends
what the market offers

Where fire begins.

Amount of Trees burnt.

How the fire started?

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Preventing actions can be done.

Weather condtion report during fire.

Clearing the fires areas.

Endangered species can be saved from forest fire.

PAIN
fears
frustrations
obstacles

Camera can damage.

Large amount of data need to process.

False alert.

GAIN
"wants" / needs
measures of success
obstacles

Reduce the potential damage.

It limits tree damage.

Green World can maintain.

Reduce global warming.