Empathy Map Canvas

Emerging Methods for Early Detection of Forest Fires

Build empathy and keep your focus on the user by putting yourself in their shoes.

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

- Detection of fire earlier
- Used to save animals
- Easy to contact the fire range vehicle
- Able to decrease the fire
- Securing the people

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

- Safety of animals and birds
- Decrease range of fire
- Preventation of trees

What do they SEE?
environment
friends
what the market offers

- Mobile alert system
- Warning of fire alert
- Necessary step must be taken

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

- Alert reaches communicate to the people
- Taking measures to avoid loss of forest
- Migrating people that place to another place

PAIN
fears
frustrations
obstacles

- It may take more time for alert
- Increase of global warming
- Climate changes

GAIN
"wants" / needs
measures of success
obstacles

- Securing the animals and plants
- Avoid the loss of forest
- Save the human life