Empathy Map

what does (s)he

THINK & FEEL?

What really counts
Major preoccupations
Worries & aspirations

Wildlife health is essential for life on Earth.

Wildlife are a great asset to human beings.

Movements on protecting Wildlife.

Governments and Private communities trying to protect Wildlife.

what does (s)he

HEAR?

What friends say
What the boss says
What influencers say

Development of new technologies to protect Wildlife.

Developing policies Worldwide.

what does (s)he

SEE?

Environment
Friends
W hat the market offers

The Need to protect Wildlife.

Negative environmental changes due to reduction of Wildlife.

what does (s)he

SAY & DO?

Attitude in public
Appearance
Behaviour towards others

I should not affect Wildlife in a negative way.

Building sancturaries to protect Wildlife.

PAINS

fears
frustrations
obstacles

Not having enough knowledge about the Endangered species.

The destruction of habitats occurring at a rapid pace.

Identification of Flora and Fauna from anywhere and anytime.

Leads to interest in protection of Wildlife.

GAINS

"wants"/needs
measures of success
obstacles

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