

# Empathy map

Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

Share template feedback



### **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

#### Says

What have we heard them say? What can we magine them saying?

## CO2

emissions are the primary driver of global climate change

The main reason

behind global

warming is the

greenhouse

effect.



CO2 Emission refers to the Carbon Dioxide emitted throughout the world.

For this analysis we will be focusing on

CO2 Emissions and its effect.

## ANUTHRA.A

A GLOBAL CO2 **EMISSION** ANALYSIS

Transportation is now the number-one source of greenhouse gases. Eliminating just one roundtrip transatlantic flight will save you 1.6 metric tons of carbon dioxide equivalents per year.



Reduce, reuse, recycle

planting new

forests

(afforestation) or

restoring old ones

(reforestation)

Reducing global greenhouse gas emissions to slow climate change could prevent millions of premature deaths due to air pollution over the next century, according a new study funded by NIEHS.

# PRICILLA.S

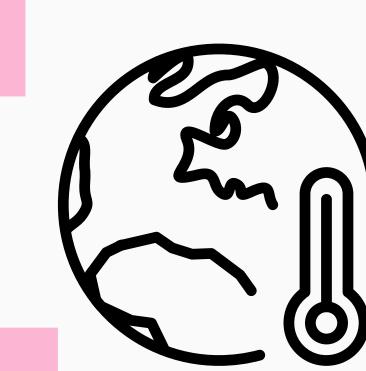
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dreams? What other thoughts might influence their behavior?

What are their wants, needs, hopes, and

**Thinks** 

Increased greenhouse gas emissions have a direct impact on global warming. It accelerates climate change with disastrous effects on our planet



human sources of co2 emissions have been growing

Carbon emissions directly affect humans, too, causing more respiratory disease from an increase of smog and air pollution.

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### **GOMATHI.S**

our earth is not destroying naturally we only destroying it



The depletion of green cover and the increase of gases like CO2 in the atmosphere is leading to global warming.

Humans impact the physical environment in many ways: overpopulation, pollution, burning fossil fuels, and deforestation

climate change and environmental effects of carbon emissions were also significant points of concern in carbon emission research.

**Feels** 

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

Does

What behavior have we observed? What can we imagine them doing?