



WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?



What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

the need understand that it will cause pollution

the society need to the importance of wastes disposal

the people will hear about the advancement of waste disposal technic

they will hear that the particular areas waste disposal team have done a good job

they hear about the people health conditions

GOAL

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?



there is no more environmental sources for future generation

there is so much utilization of natural resources

our environment should be pollution free

everyone should take care our environment

What other thoughts and feelings might influence their behavior?

is their behaviour is good

everyone's responsible should be good

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?



we should keep our environment

by protecting our environment

vegetables waste

we should be responsible like them



What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?



What do they SAY?

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

we should keep our environment clean

we should not repeat this mistake next time

they will learn how to use waste disposal

they will encourage our people

the people will continue to keep the environment clean



What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?