

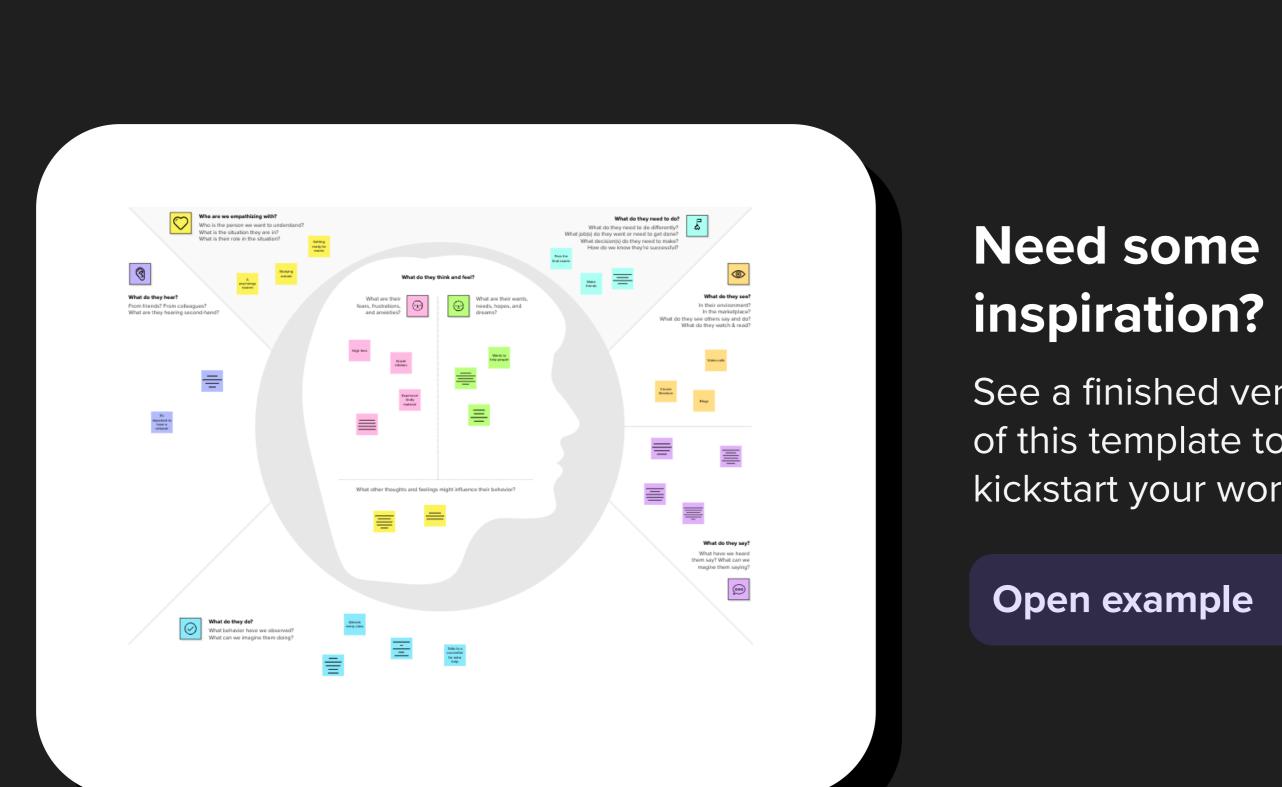
canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at







See a finished version

of this template to

kickstart your work.



Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.



What do they HEAR?

Exposure to
COZ can
produce a
variety of
health effects.

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

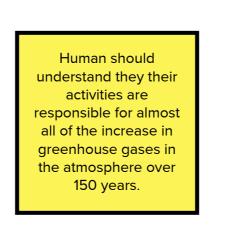
By adding more
CO2 to the
atmosphere peoples
are supercharging
the natural
greenhouse effect,
causing global
temperature to rise.

cause climate
change by trapping
heat and they also
contribute to
respiratory disease
from smog and air
pollution.

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?

Each year the federal government reports spending billions of dollars on activities related to reducing emissions of greenhouse gases such as carbon dioxide



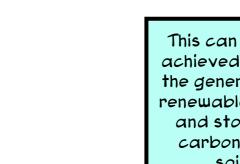
Future changes are expected to include a warmer atmosphere, warmer and more acidic ocean, higher sea levels, and large changes in precipitation pattern

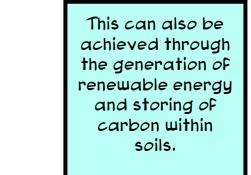
What do they need to DO?

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?



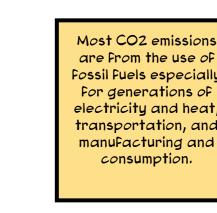
EPA works with industry and others to reduce greenhouse gas emissions through regulatory initiatives and partnership programs.

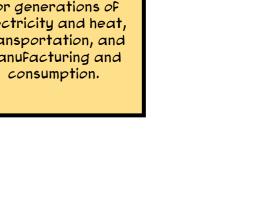






The most important factors include econom growth, industrialization urbanization, technolog progress, foreign directinvestment and energy consumption.

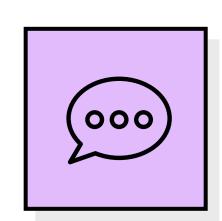






What do they SEE?

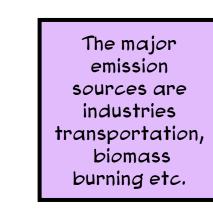
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

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







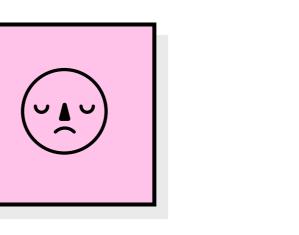
What do they THINK and FEEL?

PAINS

Carbon
emissions kill
some animal
species and
destroy food,
which highly
affects humans.

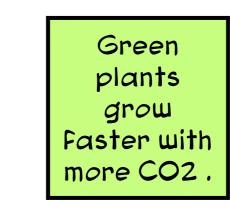
What are their fears, frustrations, and anxieties?

Too much atmospheric carbon-dioxide is leading to global warming which is a big concern as it affects the environment by causing glacier melting, intense heat waves etc.

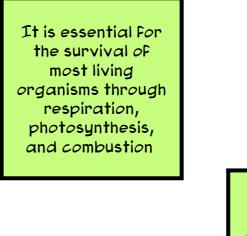


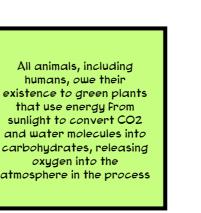


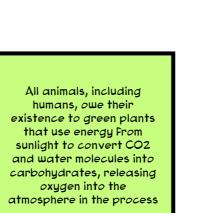
What are their wants, needs, hopes, and dreams?

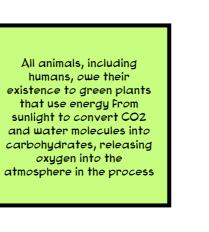




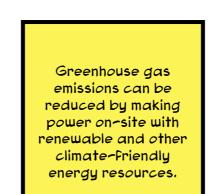


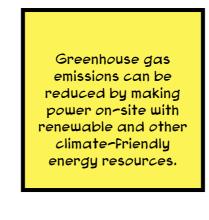


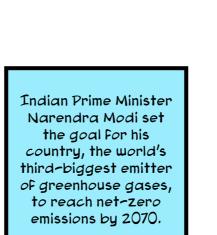




What other thoughts and feelings might influence their behavior?

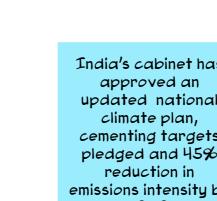




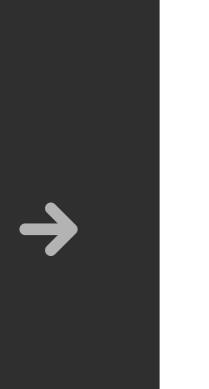












What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?



