EMPATHY MAP

Identifying stakeholder behaviour
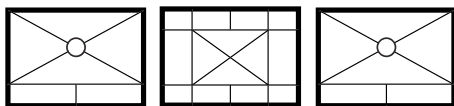
Project name:

Designed for:

Stakeholder:

Day Month Year

Version

what does (s)he THINK & FEEL?

What really counts

Major preoccupations

Worries & aspirations

IN 1950,adding 1 billion people since 2010 and 2 billion since 1998.

The global human population reached 8.0 billion in mid-November 2022 from an estimate 2.5billion pepole

The world population is more than three time larger than it was in the mid-twentieth century

The world's population is expected to increase by nearly 2 billion person.

Major change in fertility rate have accompanied this growth.

The gradual increase in human lifespan,increasing urbanization.

what does (s)he HEAR?

What friends say

What the boss says

What influencers say

This dramatic growth as been driven largely by increasing number of people suviving to reproductive age.

Extend the UN method to very-long range population forecasts by combining the statistical approach with expert review and elicitation

what does (s)he SEE?

Environment

Friends

W hat the market offers

In the next 30 years from the current 8 billion to 9.7 billion in 2025 and could peak at nearly 2.4 billion the mid-2080s.

Thes trends will have far reaching implications for generations to come

what does (s)he SAY & DO?

Attitude in public

Appearance

Behaviour towards others

Restrict child marriage and raise the legal age of marriage (minimum 18 years)

Make modern contraception legal, free and available everywhere, even in remote areas

PAINS

fears

frustrations

obstacles

The extremes of age ,as well as specific disease such as cancer,provide special challenges to pain care.Infants and children,older adults,people with dementia,and cancer patients have little in common physiologically,but they share a propensity toward under-medication for pain.

GAINS

"wants"/needs

measures of success

obstacles

An increase in the number of people in the united states will lead to more access to labour ,which will lead to higher productivity, which then will lead to more goods being produced