Empathy Map Canvas

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

理想是崇高的，获得心理上的慰藉

让动物保护思想深入大众的内心

相关志愿组织可以走入公众视野，扩大影响力

挤出零散时间投入动物保护

人们动物保护意识薄弱

身边是志同道合的朋友

留意身边人们对待动物的态度

3 What do they THINK and FEEL?

以何种方式能够高效率推进动物保护、思想传播这两项工作的进行

What do they SEE?
1
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?

虐待动物、虐待宠物现象仍然存在

希望人们加强动物保护意识

如何能够扩大志愿者组织影响力

接触新媒体作为思想宣传的媒介

What do they HEAR?
2
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

希望能有专门的新媒体平台供他们提供思想宣传活动

如何招收更多志同道合的朋友

向人们宣传珍爱生命、倡导精神文明和发扬人道主义精神的思想

中国小动物保护协会成立并得到进一步发展

4 What do they SAY and DO?

What other thoughts and feelings might motivate their behavior?

开展讲座、宣传平台来进行思想宣传、动物行为及爱好的科普

建立救护收容小动物的基地

救护动物

地域广阔，无法做到动物救助和收容、思想宣传及科普工作的大范围覆盖

5 PAINS
What are their fears, frustrations, and anxieties?

动物保护志愿者大多是自愿且能力有限

开设热线

中国小动物保护协会关注度小