

## 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.

**Build empathy** 

The information you add here should be representative of the

observations and research you've done about your users. Says **Thinks** What have we heard them say? What are their wants, needs, hopes, co2 is the What can we magine them saying? and dreams? What other thoughts might influence their behavior? fourth most abundant gas carbomdioxide carbondioxide in the earths can be used to is denser than atmosphere increase air growth of co2 is stored flowers as a liquid in carbondioxide cyinder has no taste, colour or smell carbondioxide exists naturally high availability,low in the maintenance atmosphere Give them a name and a portrait to empathize with your persona. carbondioxide is essential for pollution  $\sim$ internal free,less respiration in maintenance human body it is one of carbon is in the green carbondioxide which is a green energy carbondioxide house gas that it is used in available in is transported traps heat close fire the earth to the blood in to earth extinguishers three ways **Feels Does** What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? What can we imagine them doing?



