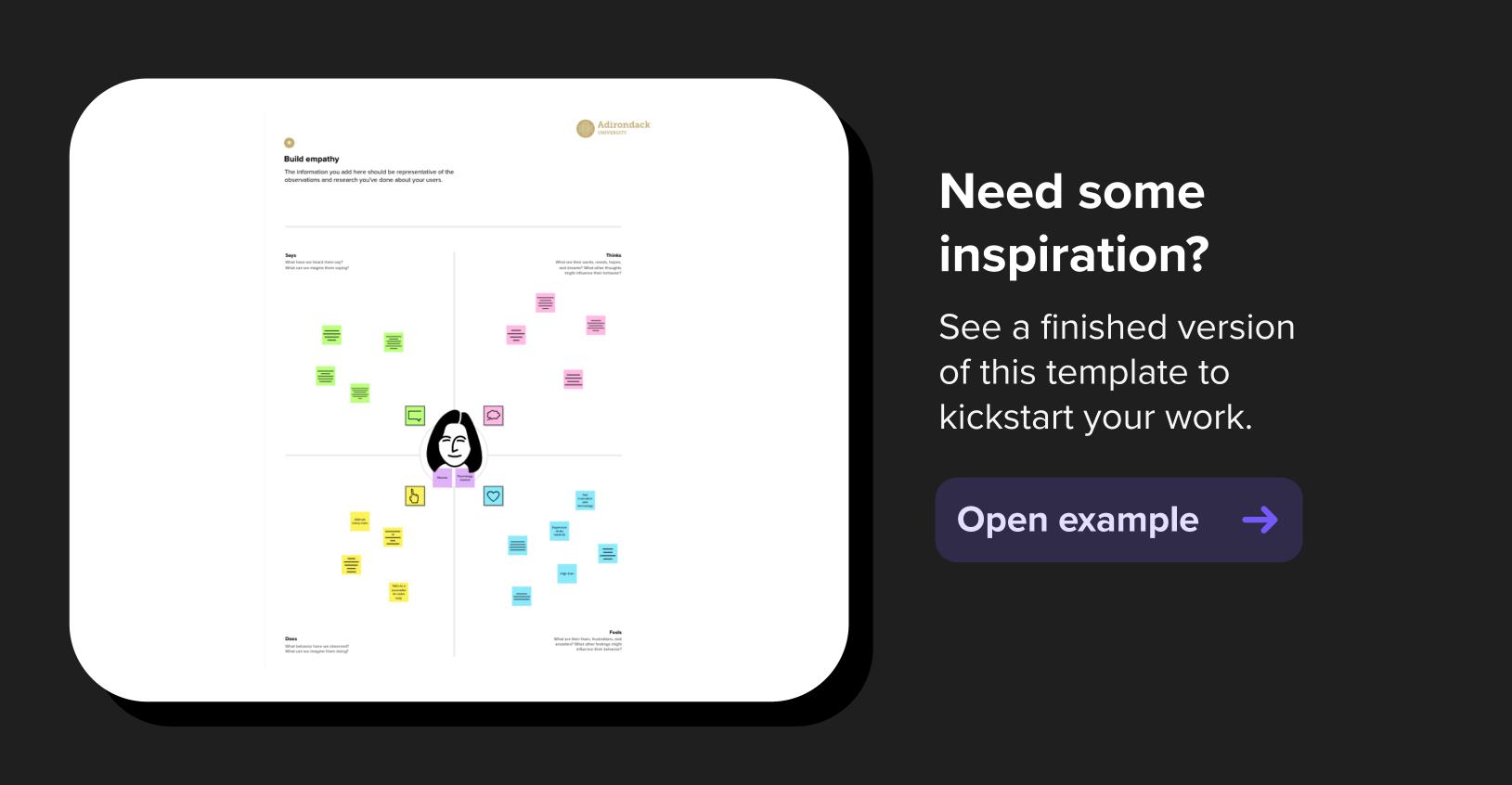


## Empathy map

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.

Share template feedback





## **Build empathy**

The information you add here should be representative of the observations and research you've done about your users.

## Says

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

Carbon dioxide is a chemical compound made up of molecules that each have one carbon atom covalently double bonded to two oxygen atoms

It is found in the gas
state at room
temperature, and as the
source of available
carbon in the carbon
cycle, atmospheric CO<sub>2</sub>
is the primary carbon
source for life on Earth

Cows are a cause of lots of methane, humans breed billions of them for food

**Thinks** 

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Most commercial applications today involve direct use of CO2

At standard temperature and pressure, the density of carbon dioxide is around 1.98 kg/m3, about 1.53 times that of air.

Carbon dioxide
in the
atmosphere
warms the
planet, causing
climate change

Carbon dioxide can be very harmful because it can form smog

Carbon dioxide
reacts with water to
form carbonic acid.
Thus, it acidifies
(lowers the pH) of
the blood and other
body fluids.

CO2 EMISSIONS

Use our carbon footprint calculators for individuals, businesses, charities and churches.

Carbon dioxide can be removed from the atmosphere as air passes through a big air filter and then stored deep underground.

CO2 is an essential nutrient for land-based plants.

Carbon dioxide is an odorless, colorless gas. It is a waste product that your body makes when it uses food for energy. Your blood carries carbon dioxide to your lungs.

Elemental carbon is of very low toxicity. Health hazard data presented here is based on exposures to carbon black, not elemental carbon.

Without carbon dioxide,
Earth's natural greenhouse
effect would be too weak to
keep the average global
surface temperature above
freezing. By adding more
carbon dioxide to the
atmosphere, people are
supercharging the natural
greenhouse effect, causing
global temperature to rise.

## Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

