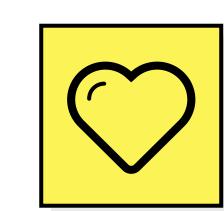


Date	01 May 2023
Team ID	NM2023TMID06101
Project Name	Global Wealth Divide: A Comprehensive Study of Income Inequality Across the World
Maximum Marks	4 Marks



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?

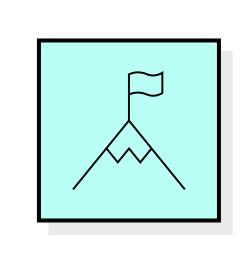


GOAL

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?

High Salary Jobs





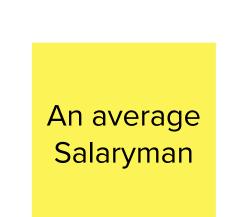
What do they HEAR?

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

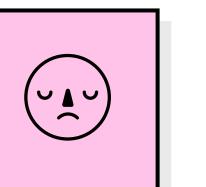






PAINS

What are their fears, frustrations, and anxieties?

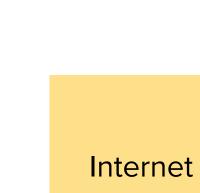


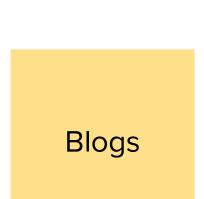


What are their wants, needs, hopes, and dreams?



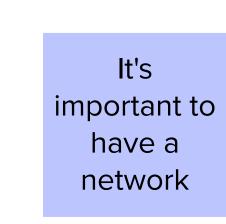






Inflation



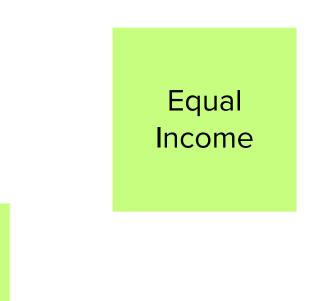




Economy Crisis



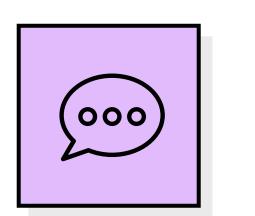






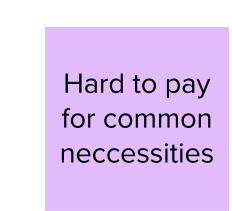


What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?

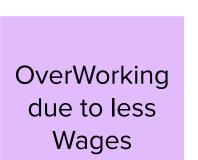


What do they SAY?

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







What other thoughts and feelings might influence their behavior?





