

The business requirements for analysing the CO2 emission

Says

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

The ultimate goal is to gain insights and reduce the emission

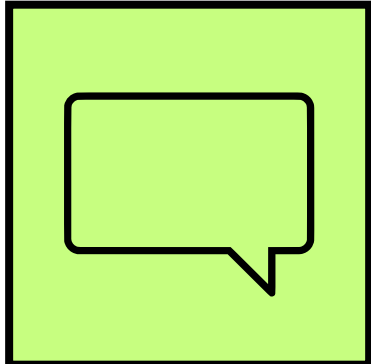
the literature survey would include sources such as academic journals, industry reports, and online articles

The literature survey would also explore any existing research on CO2 emission

Carbon dioxide emission are the primary driver of global climate change

Comparing the countries average and creating forecasting models for future performance

as well as any best practices or strategies that have been identified for reducing emission



Thinks

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

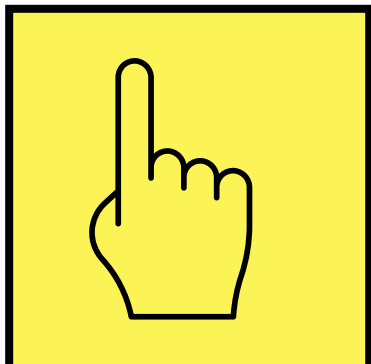
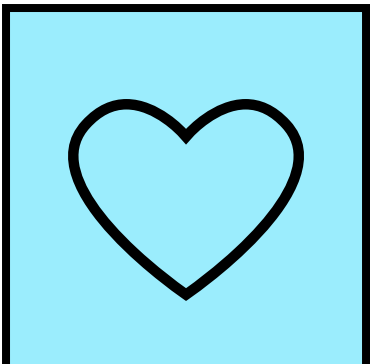
A cleaner and healthier environment

A stable and secure future

A more sustainable and equitable society

Beliefs about the causes and consequences of climate change

Social norms and peer pressure



Give them a name and a portrait to empathize with your persona.

scientists can measure the concentration of co2 in the earth's atmosphere using various instruments and monitoring stations around the world

CO2 is a greenhouse gas, meaning that it traps heat in the atmosphere and contributes to the earth's overall temperature

As temperature rise, glaciers and ice caps around the world are melting at an accelerating rete. this is contributing to sea level rise

Climate change is altering weather pattern

fear of the impacts of climate change

frustration with inaction and denial

Anxiety about the future and concerns about social justice

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?