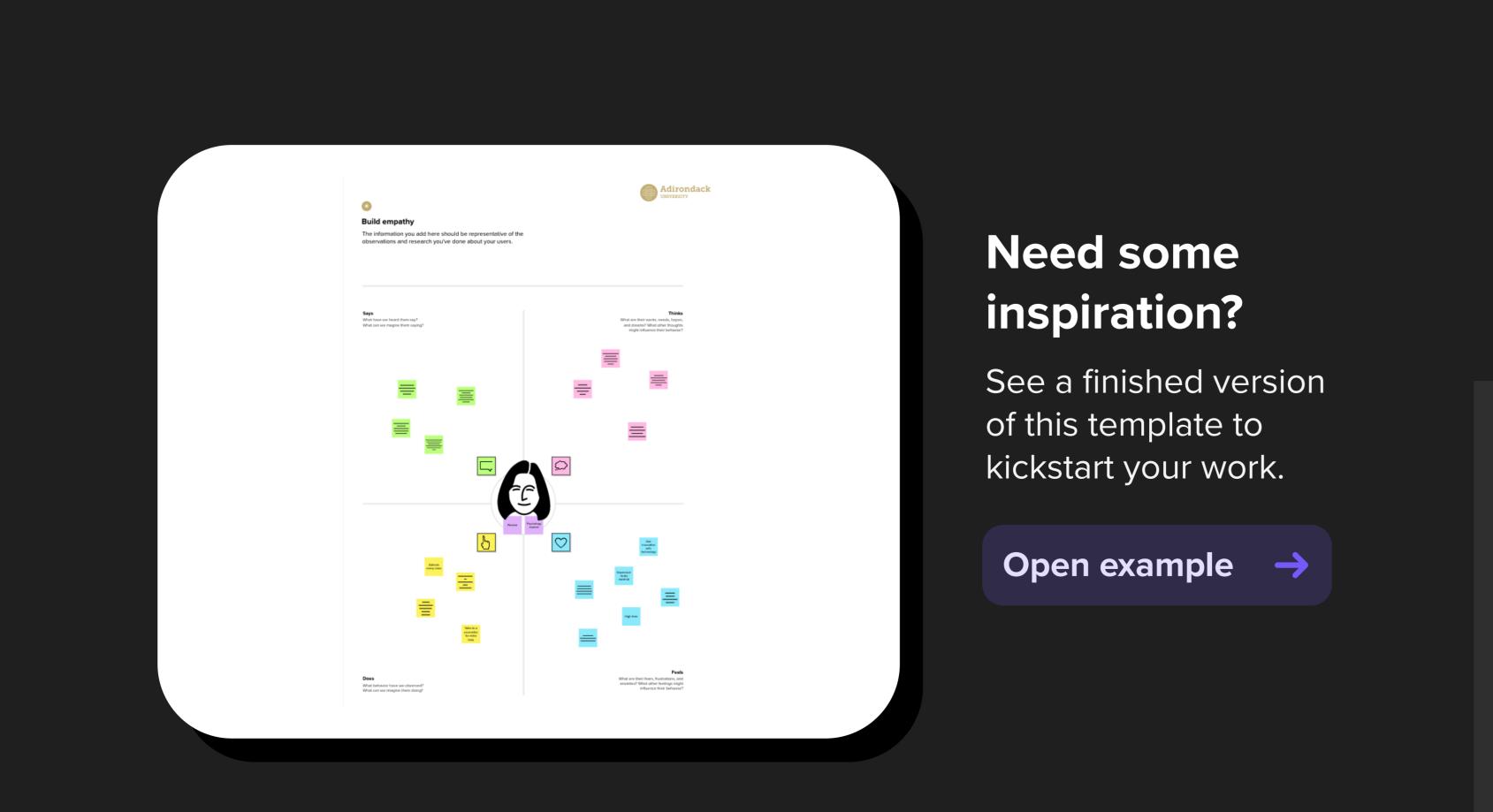


Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

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 one of the main ingredients for photosynthesis, the process by which plants produce their own food from

> This is a list of sovereign states and territories by carbon dioxide emissions due to certain forms of human activity, based on the EDGAR database created by European Commission and Netherlands Environmental Assessment Agency released in 2018.

Carbon dioxide is an important greenhouse gas that helps to trap heat in our atmosphere.

. Emissions from international shipping or bunker fuels are also not included in national figures,[2] which can make a large difference for small countries with important

The data only consider

carbon dioxide emissions

from the burning of fossil

fuels and cement

manufacture, but not

land-use change and

emissions from land use,

When carbon dioxide emissions from land-use change are factored in, the majority of carbon emissions since 1905 occurred in Asia, Central and Southern America, reflecting the fact that their forests in earlier centuries.

Thinks

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

The top 10 largest emitter countries account for 67.6% of the world total. Since 2006, China has been emitting more CO2 than any other country

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

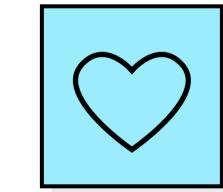
Measures of territorial-based emissions, also known as productionbased emissions, do not account for emissions embedded in global trade,

China's levels are less than half those of the United States (the next largest source of CO2 emissions) and about one-eighth of those of Palau (the biggest CO2 emitter per person).[11]

Does

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

Accordingly, a proportion of the CO2 produced and reported in Asia and Eastern Europe is for the production of goods consumed in Western Europe and North America.[12]



Total CO2 emissions by country/region in 2017 vs per capita emissions (top 40 countries)

The other major anthropogenic greenhouse gases (methane, nitrous oxide (N2O) and some fluorinated gases (sulfur hexafluoride (SF6), hydrofluorocarbons (HFCs), and perfluorocarbons (PFCs))[14]:147[15]), are not included in the following list, nor are humans emissions of water vapor (H2O), the most important greenhouse gases

Total CO2 emissions for the period 1970 to 2017 and 2017 emissions, by country/region

Feels

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

