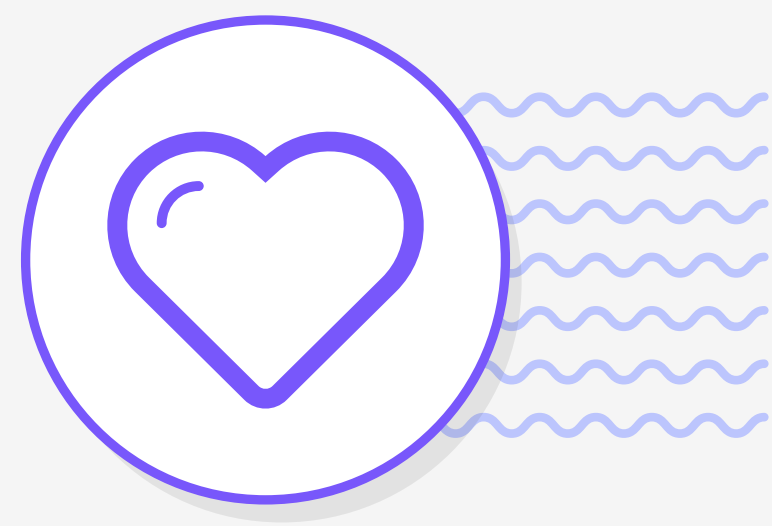
Template



Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

XPLANE®

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Develop shared understanding and empathy

Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

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?

Human wants to understand the disadvantages of emissions of carbon di oxide.

Their rolein carbon di oxide emisssion is the cause of increased green house gas concentrations.

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?

Environmental Lawyer : Job Growth Rate (2020 - 30) 9% for all lawyers.

At-a-glance, Carbon dioxide, use and storage technologies can capture more than 90% of carbon dioixide emissions from power plants and industrial facilities

In a nutshell, carbon markets are trading systems in which carbon credits are sold and bought.

Using reporting tools to provide insight and trend analysis into market changes. This role will provide analysis and reporting, utilizing wholesale market information and internal data.

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

From colleagues they are hearing carbon di oxide emissions is increased in the development of electronic vehicles

Their friends saying, over the last century,burning of fossil fuels like coal and oil has increased the concentration of atmospheric carbon di oxide.

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?

climate anxiety rooted in uncertainty about the future and alerting us to the dangeers of a changing climate

Human activities have raised the atmosphere's carbondi oxide content by 50% inlessthan 200 years.

carbondi oxide in the atmospheree warms the planet, causing climate change.

GAINS

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

we can reduce our carbon emissions by improving our homes, choosing low carbon travel options and making small behaviour changes.

we can reduce the usagee of private transportation and use moore public transportation or we can walk or cycle.

green housee gas emissions can be reduced by making power on-site with renewable and other climate-friendly energy resources.

What other thoughts and feelings might influence their behavior?

Human activities are responsible for almost all of the increase in greenhouse gases in the atmosphere over the last 150 years.

The largest source of greenhouse gas emissions from human activities in the United State is from buring fossil fuels for electricity, heat and transportation

What do they SEE?

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?

They say their activities add a worldwide average of almost 1.4 metric tons of carbon per person per year to the atmosphere.

Their saying human activity is a cause of increased green house gases concentrations.

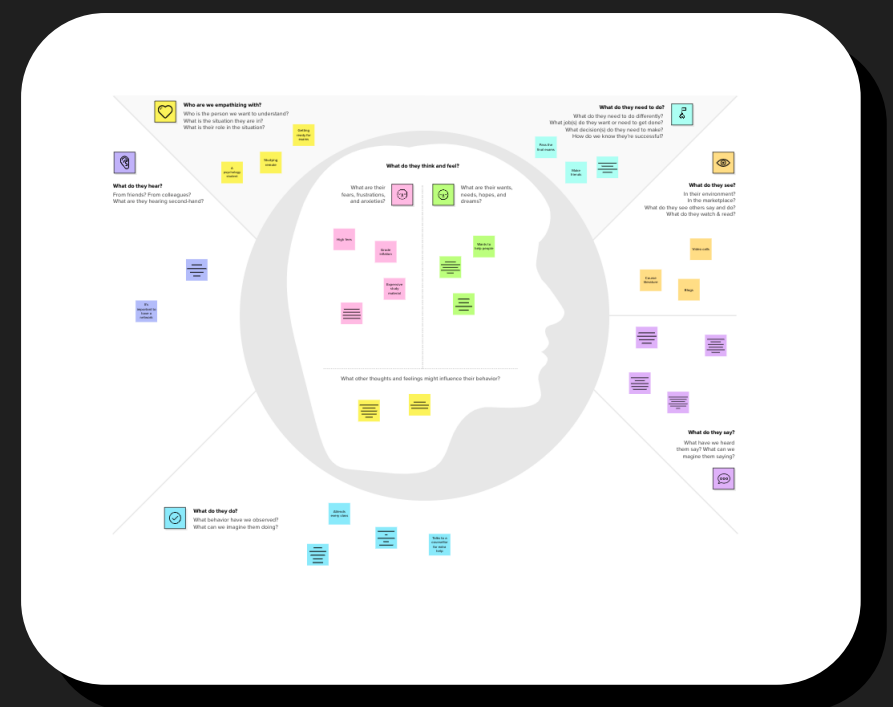
What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

They do burning fossil fuels, releasing chemicals into the atmospheree, reducing the amount of forest cover, and the rapid expansion of farming, developmental and industrial activities.

For the past 150 years, humans have pumped extraordinary amount of greenhouse gases.

Human activities release more carbon dioxide into the atmosphere than natural processes can remove, causing the Amont of carbon dioxide in the atmosphere to increase



Need some inspiration?

See a finished version of this template to kickstart your work.

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