



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.

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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 imagine them saying?

There are many answers to how human activities affect the environment

The impact of human activities on the environment is two-sided - positive and negative

The most positive human impact on the environment is the reversal of environmental destruction through remedial actions

Another negative consequence of human activities is the process of global warming and global climate changes

Did you know that around 27,000 trees are cut every day to produce toilet paper rolls? Toilet paper rolls are used almost in every household

Although the industrial activities of man provide basic need of the society, simultaneously the same release a lot of pollutants to the environment

The pollutants in environment cause loss of our natural, health hazards, increase in death rate, damage to crop, making environment unfit for living organisms etc.

Humankind currently faces problems with air, water, and land pollution, unreasonable agricultural systems, deforestation, and others.

As a result, the number of available natural resources is decreasing.

Does

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

Thinks

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

Feels

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



Need some inspiration?

Here is a finished version of this template to inspire your work.

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