

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.

Build empathy

Does

What behavior have we observed?

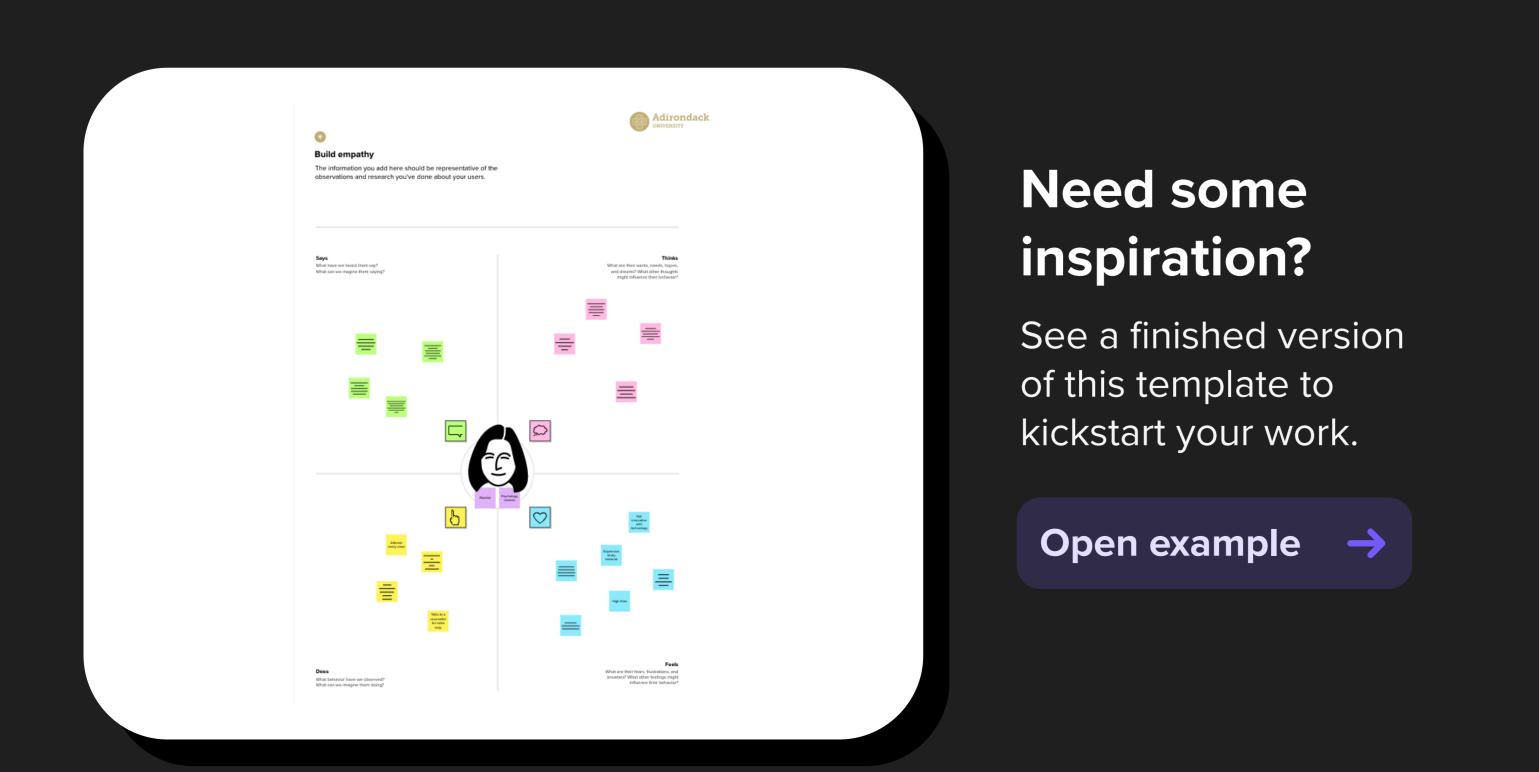
What can we imagine them doing?

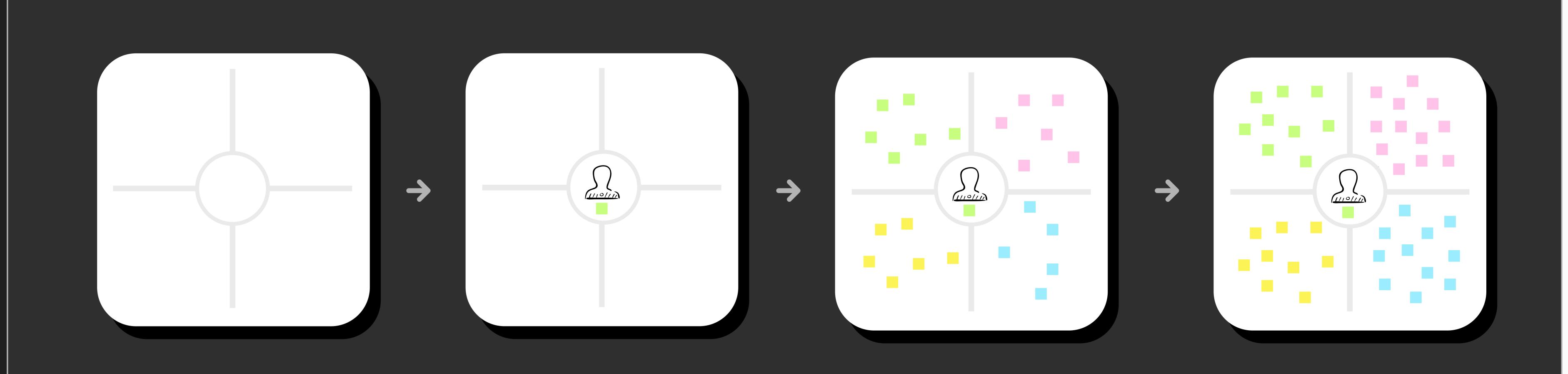
The information you add here should be representative of the

observations and research you've done about your users.

Says **Thinks** What have we heard them say? What are their wants, needs, hopes, and dreams? What other thoughts What can we magine them saying? might influence their behavior? 30% of global Co2 emissions are emitted Warming is a big problem for and human as a whole Co2 is the main Global Save the Emissions of greenhouse World Co2 is the Sea level **Using Bio** The World main cause increases for Climate Change by Co2 emissions Products need us By Co2 emissions , humans and other organisms about 0.1C to are also affected **Unearthing the Environmental Impact** of Human Activity: A **Global CO2 Emission** <u>Analysis</u> Using Bio Ready to Try to Forest areas to consume less fossil fuels to control Co2 control Co2 emissions reduce Co2 **Feels**







What are their fears, frustrations, and

anxieties? What other feelings might

influence their behavior?