

Situation

- Working poor, vulnerable, marginalised and desperate for change.
- A narrow and increasingly intolerant worldview.

/ before

Empathy Map for Rafeak a street cobbler, who represents 76.4% of Pakistan's population who earn less than US\$2.50/day* (World Development Report 2013).

If we want to find the route to a better future state we have to start by analysing the current state of affairs, its strengths, short comings and impact on the citizens most at risk of being radicalised. We have to understand the plight of the masses and view their world through their eyes, only then can we design a transformation plan to bridge the gaps, plug the holes, build on the achievements and move towards a better/improved future state.

/ after

- Empowered, confident of his ability to influence positive change.
- An informed and increasingly tolerant worldview.

Pain

- Frustrations
- Fear
- Abuse & Extortion
- Obstacles
- Lack of opportunities
- No hope of social mobility
- Financial dependance
- Lack of growth
- Lack of social security nets
- Growing livelihood insecurity

Gain

- Opportunities
- Growth
- Security (physical & livelihood)
- Hope of social mobility
- Financial independence
- Dignity of Labour
- Ability to build a better future for himself and his family.

