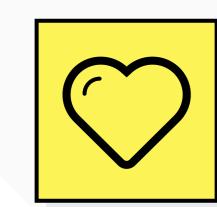


## Develop shared understanding and empathy



WHO are we empathizing with?



What do they HEAR?

be a woman who is at risk of developing breast cancer, or who has already been diagnosed with breast cancer.

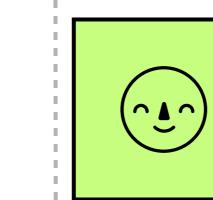
The user is likely to

The user may hear information about breast cancer risk factors, such as family history, age, and lifestyle factors. She may also hear information about treatment options and prognosis.

## What do they THINK and FEEL?

## **PAINS**

What are their fears, frustrations, and anxieties?



## **GAINS**

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

The user may be concerned about the accuracy of breast cancer screening, or about the potential side effects of treatment. She may also feel overwhelmed by the amount of information available about breast cancer, or by the complexity of the medical decisions she needs to make.

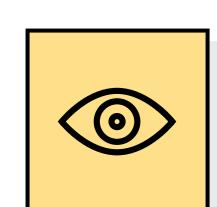
The user may feel empowered by taking steps to reduce her risk of developing breast cancer, such as exercising regularly or eating a healthy diet. If she has been diagnosed with breast cancer, she may feel grateful for the support of her healthcare providers, family, and friends. She may also feel a sense of accomplishment and resilience after completing treatment.

What other thoughts and feelings might influence their behavior?

The user may feel anxious, fearful, or uncertain about the possibility of developing breast cancer, or about the impact of a breast cancer diagnosis on her life. She may also feel empowered by taking steps to reduce her risk, or by seeking treatment if she has been diagnosed.

he user may see a mammogram image, which is used to detect breast cancer.

She may also see other medical images, such as ultrasound or MRI images.

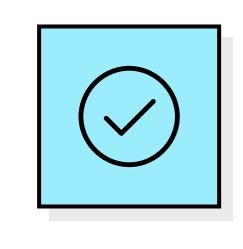


What do they SEE?



What do they SAY?

The user may express concerns about the accuracy of breast cancer screening, or about the potential side effects of treatment. She may also express anxiety or fear about the possibility of developing breast cancer, or about the impact of a breast cancer diagnosis on her life.



What do they DO?

The user may schedule regular mammograms, or take other steps to reduce her risk of developing breast cancer. If she has been diagnosed with breast cancer, she may undergo surgery, chemotherapy, radiation, or other treatments.



