



## 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 magine them saying?

### Thinks

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

"I'm experiencing fatigue, abdominal pain, and nausea."

"I've been diagnosed with liver disease and I'm worried about the treatment options."

"I'm frustrated with the limitations my liver disease has imposed on my daily life."

"I need more information about my condition and what to expect."

"I need to understand the potential complications and long-term prognosis of my liver disease."

"I'm curious about the latest advancements in liver disease treatment and if they could be beneficial for me."

"I wonder what caused my liver disease and if there are any lifestyle changes I can make to improve my condition."

"I'm concerned about the impact of my liver disease on my overall health and well-being."



Follows treatment plans: Liver patients may follow the treatment plans recommended by their healthcare providers, such as medications, lifestyle changes, and regular monitoring.

Seeks information: Liver patients may actively seek information about their condition, treatment options, and lifestyle changes to manage their liver disease.

Communicates with healthcare providers: Liver patients may communicate with their healthcare providers, asking questions, sharing concerns, and providing updates on their symptoms or treatment progress.

Anxiety: Liver patients may feel anxious about the unknowns related to their condition, such as disease progression, treatment outcomes, and potential complications.

Frustration: Liver patients may feel frustrated with the limitations and disruptions that liver disease can bring to their daily lives, such as reduced physical capacity, dietary restrictions, and lifestyle changes.

Fear: Liver patients may feel fearful about the impact of their liver disease on their overall health, potential complications, and uncertain prognosis.

### Does

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

### Feels

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