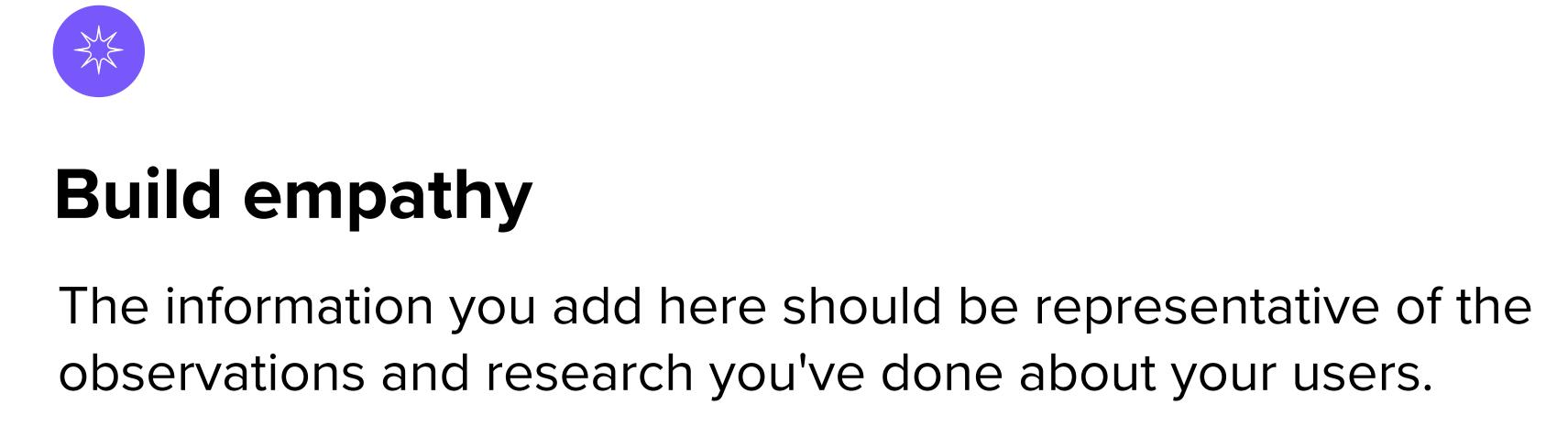


Empathy map

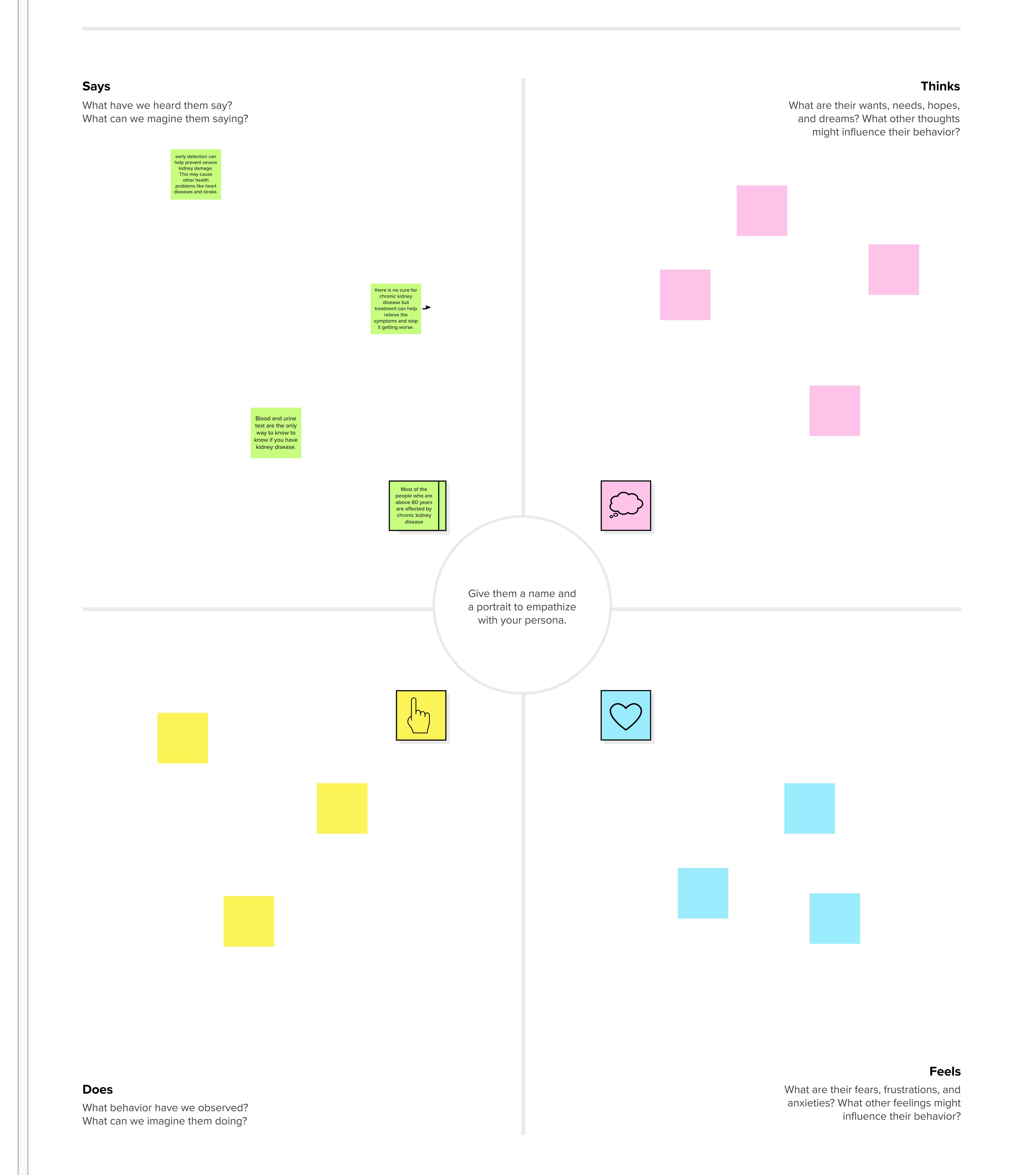
Use this framework to develop a deep, shared understanding and empathy for other people. An empathy map helps describe the aspects of a user's experience, needs and pain points, to quickly understand your users' experience and mindset.

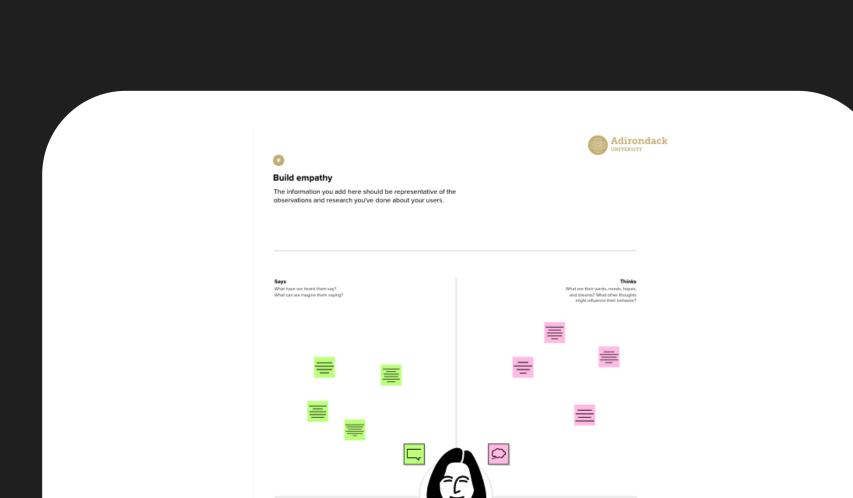


What have we heard them say? What are their wants, needs, hopes, and dreams? What other thoughts What can we magine them saying? might influence their behavior? Early detection can help to they may feel depressed ,anxiety,irritable by other thoughts. there is no cure for chronic kidney prevent disease but kidney damage. treatment can help relieve the they have a hope of getting recover soon. ymptoms and stop it getting worse. This may cause other health problems like heart diseases and stroke. Most of the ayurvedic medication helps to recover the people who are above 40 years are affected by They think of kidney transplantation. chronic kidney chronic kidney disease. Patient feel like their own body betrayed..Hence, they feel helpless. Give them a name and a portrait to empathize with your persona. Decreased renal function due to chronic kidney is associated with anxiety and Does What are their fears, frustrations, and anxieties? What other feelings might What behavior have we observed? influence their behavior? 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.





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