

GOAL

1 WHO are we empathizing with?

We want to understand people of all ages (society in general) that require medical attention even for miniscule reasons.

They are currently facing a global pandemic and are on lockdowns or following strict rules and restrictions that are new and stressful.

Their role is to minimise movement outside and to try and find ways online to manage work/errands/appointments that need to be completed.

2 What do they need to DO?

They need to make online purchases such as groceries, work from home, get medical attention online or through calls, wear masks and gloves, sanitize egularly, keep their families safe etc. Those that live with people who are at higher risk of catching a virus need to make a lot of decisions regarding moving out for any work.

In a situation such as this one, they will know they're successful if they and their friends and family are safe and healthy.

7 What do they THINK and FEEL?

PAINS

They fear going out to run errands.

They miss seeing friends and family.

Older generations find it hard to adapt to an online lifestyle. Mental health is deteriorating.

GAINS

They require quick and easy online services.

They are waiting for the situation to get better.

They want to keep their families and friends safe.

They hope this situation brings good change to the world.

Their behaviours change according to many factors (negative or positive); restrictions in movement, irresponsible citizens risking others, quick grocery deliveries, loneliness, etc.

What do they SEE?

3

They see the industries trying to shift services from in-person to online because of the pandemic. They often follow what is circulated on social media and read news articles online along with what is discussed while talking to friends and family over the phone.

4

What do they SAY?

They talk about how technology is making things much easier in hard times like these and that they're looking forward to seeing advances in technology. They talk about wanting to be informed about everything going on much more often

6 What do they HEAR?

They hear their family and friends talking about new websites and online businesses much more than before.

They speak to their colleagues on how the pandemic has affected their lives in so many ways.

Their families did not expect to adapt to a drastic change as this one but they're all keeping hope and coming to terms with it. They talk about currently living in fear.

5 What do they DO?

They are still trying to adapt to new things around them as it's not easy especially for older generations.

They watch videos on YouTube on how to navigate across certain websites or apps. The younger generation is much faster in adapting . They are trying to find easier methods to navigate through everyday things in life.

They spend their free time (during lockdown) to try and be productive but sometimes fail.