

## 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.



## **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?

The illness presents as a respiratory disease like the flu or common cold ith fever greater than 100.5deg.F.,coughing,runny nose, and shortness of breath.onset of symptoms is from 2 to 14 days exposure..

CDC has available testing to confirm the presence of vthe human corona virus.

It is already known that covid infection affects physical as well as mentalhealth

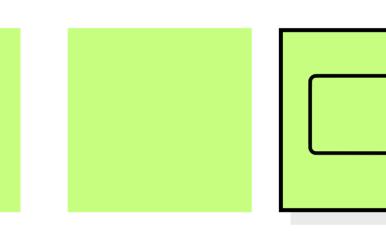
But a new study suggests that cognitive impairment caused due to severe covid infection may be equal to drop of 19 IQ points.People who are more likely to get very sick include older adults,people who are unvaccinated

What are their wants, needs, hopes,

and dreams? What other thoughts

might influence their behavior?

**Thinks** 

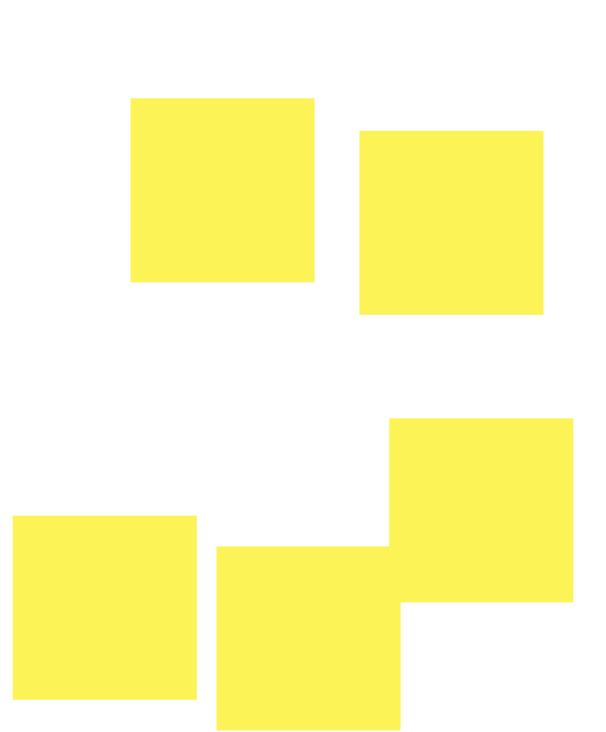






Frequent and through hand washing for at least 20 seconds,with soap and water

Practice good hygiene when sneezing and coughing



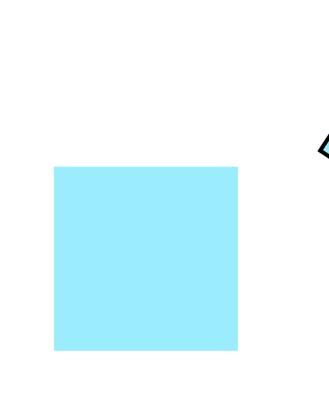
There are many ways your your actions can help protect you,your household,and your community from severe ilness from COVID-19.

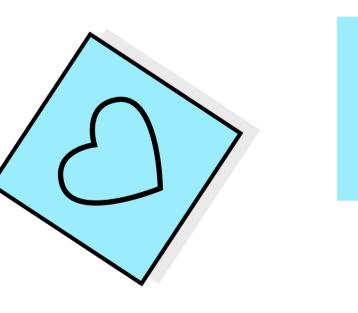
Avoiding contact with people who have suspected or confirmed COVID-19.

Avoid contact with others if sick



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?

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