



## An Empathy Map for Detection for Chronic Kidney Disease

An empathy map typically includes four quadrants representing what the individuals say, think, feel, and do related to the topic of interest



### Says

What have we heard them say?  
What can we imagine them saying?

I'm worried about my kidney health.

I'm not sure if I'm at risk for chronic kidney disease.

I don't know what symptoms to look for

I don't want to wait until it's too late to get diagnosed.

### Thinks

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

I'm not sure how to make lifestyle changes to protect my kidneys.

I don't want to have to go on dialysis.

I wish there was a way to prevent chronic kidney disease

I don't want to burden my loved ones with my illness.

Early prediction for chronic kidney disease detection

Searches online for information about chronic kidney disease.

Struggles to understand medical terminology and test results

Talks to friends and family members about their experiences with kidney health

Visits their doctor to get screened for kidney disease.

Individuals may feel anxious about the possibility of having chronic kidney disease

Individuals may feel uncertain about their risk for chronic kidney disease

Individuals may feel frustrated with the lack of clear information available about chronic kidney disease

Individuals may feel hopeful that there are ways to prevent and manage chronic kidney disease,

### Feels

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

### Does

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

