

# Empathy Map Canvas

## *What do they* **HEAR?**

what friends say  
what boss say  
what influencers say

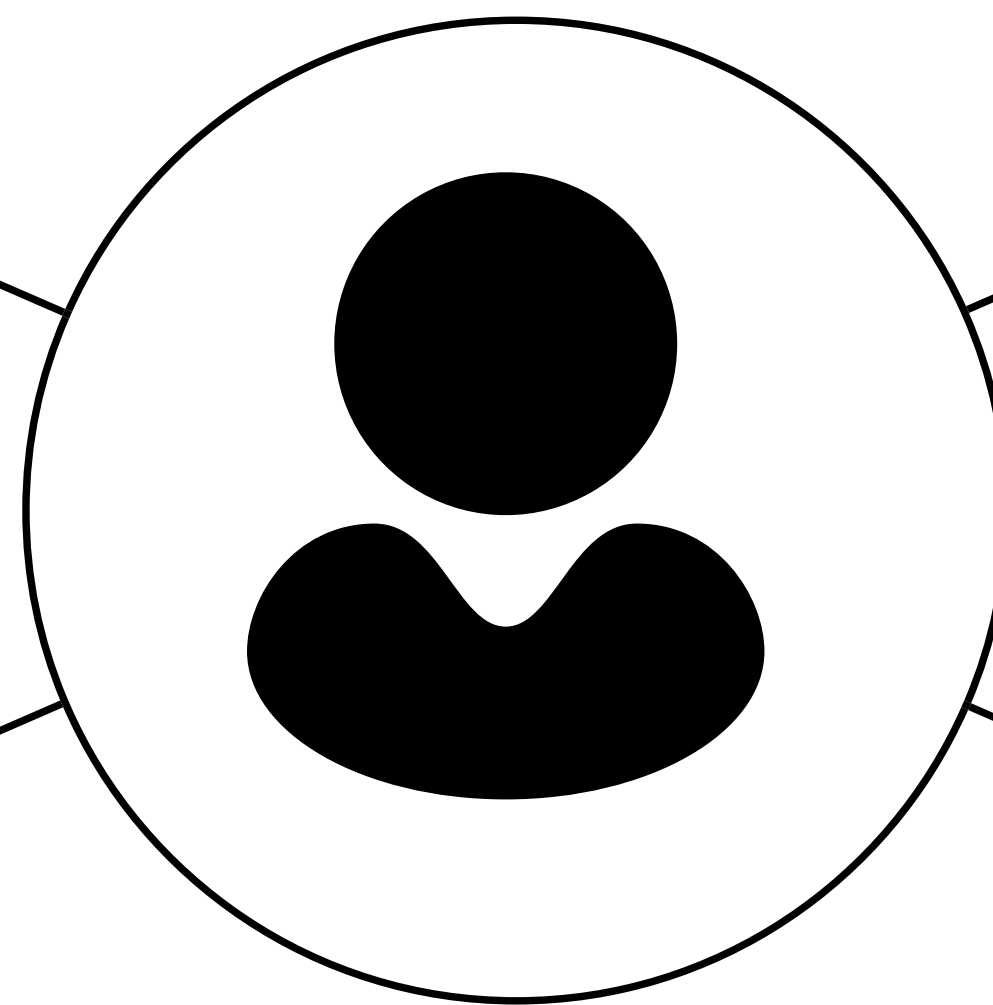
Do I really have  
a heart disease ?

Where can i find  
less expensive  
way to find  
heart disease

Is heart  
disease  
hereditary?

## *What do they* **THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



Try to avoid  
Non-Veg and  
Junk foods

Go for  
checkup  
regularly

Maintain  
your body  
weight and  
cholesterol

Searching  
for good  
Clinic

Same aged  
people  
getting  
disease

Numerous  
awareness  
programs

## *What do they* **SEE?**

environment  
friends  
what the market offers

## *What do they* **SAY AND DO?**

attitude in public  
appearance  
behavior towards others

Stresses  
himself as he  
has heart  
disease

Discuss with  
other people if  
they too have  
the same  
issue?

Making big  
issue for  
small things

## **PAIN**

fears  
frustrations  
obstacles

Not having  
enough time  
and money

Carelessness

Rumor about  
themselves that  
they are having  
disease

## **GAIN**

"wants" / needs  
measures of success  
obstacles

Time and cost  
efficient way to  
predict the  
disease

Predicting  
at earlier  
stage

Self-acting  
tool

**Share your feedback**