Empathy Map Canvas
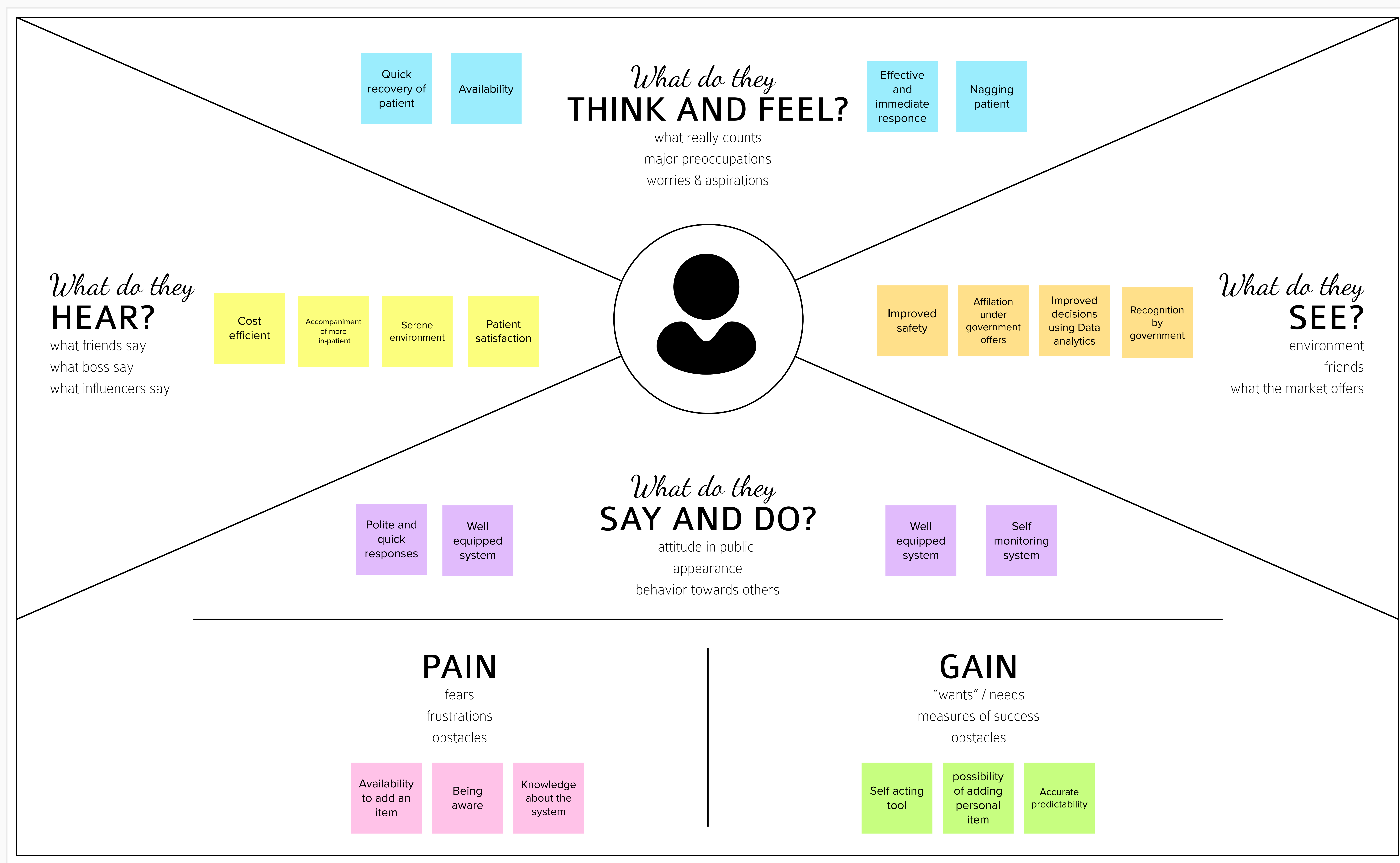
Gain insight and understanding on solving customer problems.

1

Analytics for Hospitals Health-Care Data

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Quick recovery of patient
- Availability
- Effective and immediate responce
- Nagging patient

What do they HEAR?
what friends say
what boss say
what influencers say

- Cost efficient
- Accompaniment of more in-patient
- Serene environment
- Patient satisfaction

What do they SEE?
environment
friends
what the market offers

- Improved safety
- Affilation under government offers
- Improved decisions using Data analytics
- Recognition by government

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- Polite and quick responses
- Well equipped system
- Well equipped system
- Self monitoring system

PAIN
fears
frustrations
obstacles

- Availability to add an item
- Being aware
- Knowledge about the system

GAIN
"wants" / needs
measures of success
obstacles

- Self acting tool
- possibility of adding personal item
- Accurate predictability