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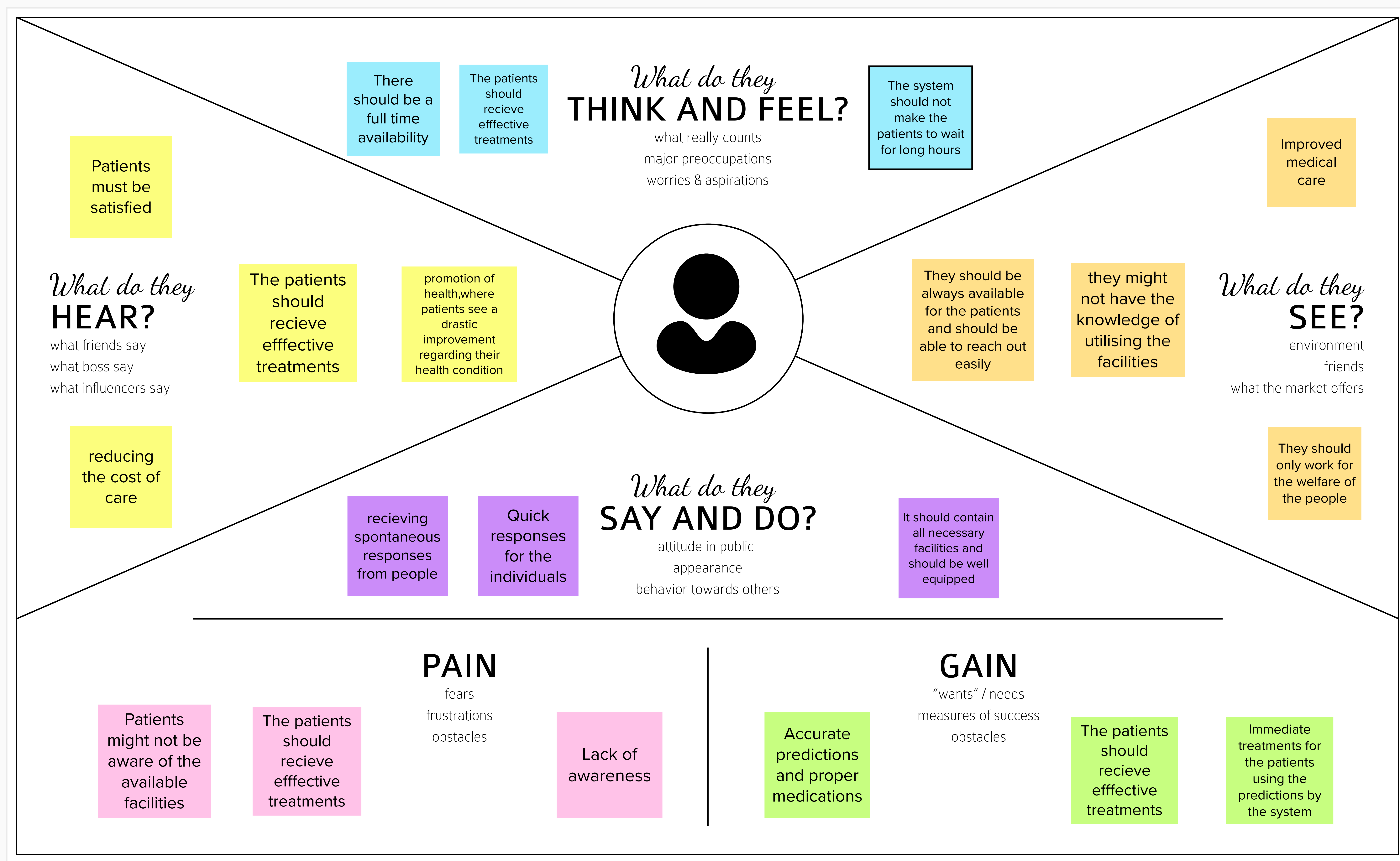
Gain insight and understanding on solving customer problems.

EARLY DETECTION OF CHRONIC KIDNEY DISEASE USING MACHINE LEARNING

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

There should be a full time availability

The patients should recieve efffective treatments

The system should not make the patients to wait for long hours

Improved medical care

Patients must be satisfied

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

The patients should recieve efffective treatments

promotion of health,where patients see a drastic improvement regarding their health condition

They should be always available for the patients and should be able to reach out easily

they might not have the knowledge of utilising the facilities

What do they
SEE?
environment
friends
what the market offers

reducing the cost of care

They should only work for the welfare of the people

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

recieving spontaneous responses from people

Quick responses for the individuals

It should contain all necessary facilities and should be well equipped

Share your feedback

PAIN
fears
frustrations
obstacles

Patients might not be aware of the available facilities

The patients should recieve efffective treatments

Lack of awareness

GAIN
"wants" / needs
measures of success
obstacles

Accurate predictions and proper medications

The patients should recieve efffective treatments

Immediate treatments for the patients using the predictions by the system