Empathy Map

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- Do I need to go for a routine check-up?
- Do I have any symptoms of heart disease?
- Is there a normal life after heart attack?
- Can a heart attack be prevented?

What do they HEAR?

what friends say
what boss say
what influencers say

- Eat healthy food
- Avoid smoking and drinking
- Avoid heavy lifting
- Build up your aerobic fitness

What do they SEE?

environment
friends
what the market offers

- Knowing about people who recovered successfully
- Searching for an effective treatment
- searching for good medicines
- Attention to patients physical and emotional needs

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- Feeling discomfort
- Feeling shortness of breath
- Talking to people more related to heart disease
- Becoming anxiety over small things

PAIN

fears
frustrations
obstacles

- Not enough money and time for treatment
- Most heart attack involves discomfort in the center or left side of the chest
- Believing that they have a heart disease

GAIN

"wants" / needs
measures of success
obstacles

- Predicting at earlier stage
- Having self believe and hope
- Improved diagnostic accuracy for heart disease
- Getting consultancy through online at proper time