Empathy Map Canvas

Gain insight and understanding on solving customer problems.

This project is aimed at Early Detection of Chronic Kidney Disease. The users here are the people with Kidney ailments who use this software as a tool to predict the disease. This empathy map shows the various angles of a patient's mindset.

It is highly dangerous.

They feel frustrated due to the suffering.

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

They feel hopeless about getting cured.

They look for new ways to get cured.

It is difficult to predict.

It is not easy to cure.

The love and care shown by their family and friends.

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

It becomes complicated if left undiagnosed.

People getting cured from the disease giving them hope.

What do they SEE?
environment
friends
what the market offers

Chronic kidney disease is life threatening.

Others with the disease dying, making them lose hope.

It is expensive to test.

They show anger to people around them.

The advancement in technology.

They often speak negatively.

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

They appear as if they are not interested to live.

Accurate diagnosis at the right time.

Precise test results

PAIN
fears
frustrations
obstacles

Proper medication and treatment.

Early detection of the disease.

GAIN
"wants" / needs
measures of success
obstacles

It is cost - efficient and quick.

Costly tests to predict chronic kidney disease.

Mental and physical suffering caused by the disease.

Precise and accurate prediction.

Diagnosis using ML is time - saving.

Paves way for effective diagnosis and treatment.