## EMPATHY MAP

Ai based localization and classification of skin disease with erythema

Whether the information are correct

Whether the product details are secured

What does the users

Is it free or paid

Interesting idea

Will this really help people?

Not sure about taking help from AI

THINK & FEEL?

What really counts **Major preoccupations Worries & aspirations** 

Privacy and security concerns

Easy to access

Interesting idea

What does the user **HEAR?** 

How do I get started?

Less time consuming What does the user

SEE?

What the market

Simple yet amazing

That was easy

Once I am done

with service I'll uninstall it

Lists pros and

cons

What does the audience

SAY & DO?

**Behaviour towards** 

He will give it a try

Tell friends and family about it

More

features

Detailed, actionable <u>information</u>

Makes decisions

Fears about results

PAIN?

**Fears Obstacles** 

Worried

GAIN?

Measures of success

Can keep track of my health

Expensive application or consultants

about privacy