Ideation Phase Empathize & Discover

Date	28 October 2022
Team ID	PNT2022TMID20623
Project Name	Project - Personal Assistance for Seniors Who Are Self-Reliant

Thinking to have a personal care taker What do they THINK AND FEEL? Helpless what really counts major preoccupations worries & aspirations Hospital Admission Falling ill What do they SEE? What do they HEAR? what friends say what boss say what influencers say Unwanted influence Death what the market offers Lack of care Searching symptoms on google What do they SAY AND DO? attitude in public appearance PAIN GAIN Healthcare Cost Reduction "wants" / needs measures of success fears frustrations A perfect personal assistance Health hazard tensions