Empathy Map

Early Detection of Chronic Kidney Disease using Machine Learning

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

- Feels Difficulty in Collecting dataset
- Thinks of Simple UI
- Feels Easy Accessible of history of patient records

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

- Some hear it's inaccurate
- Some hear its a tedious process of testing
- Some hear it is risky to undergo this test procedure

What do they SEE?
environment
friends
what the market offers

- They are surrounded by some inefficient testing centers
- They fee the environment is making false results
- Slow and underdeveloped environment

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

- "The results are more accurate"
- "Cost effective and affordable to test"
- "Faster and Efficient way of detecting kidney disease"

PAIN
fears
frustrations
obstacles

- They are afraid of false results
- They think the procedure of test would be painful
- They fear the test is costly

GAIN
"wants" / needs
measures of success
obstacles

- They get the accurate results
- They get in-depth results of GFR, creatinine, Urea, Sodium, Potassium
- They can visualize their results with graph