Ideation Phase
Empathy Map

Project Name:Visualizing and Predicting Heart Diseases with an Interactive Dashboard

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

XPLANE ™

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Visualizing and Predicting Heart Diseases with an Interactive Dash Board

WHO are we empathizing with?
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

GOAL

Ability to cope with the situation

What do they need to DO?
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

Person undergoing a lot of changes

What do they HEAR?
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

People who are confused

Get help

Resposiblity

What do they THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

GAINS
What are their wants, needs, hopes, and dreams?

Insecurity

Make an inventory

Insufficient knowledge of required input

Useful Insights about health

What do they SEE?
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

Don't eat fast food

Frustrated about maybe having an anomaly

Domain knowledge about heart related diseases

What do they SAY?
What have we heard them say?
What can we imagine them saying?

Count Calories

What other thoughts and feelings might influence their behavior?

Responsibility

Have to get a better lifestyle

Have better control over their life

Help

Get motivated

Don't know where to start

Not able to change things

What do they DO?
What do they do today?
What behavior have we observed?
What can we imagine them doing?

Work on relationships

Try to set limits