Empathy Map
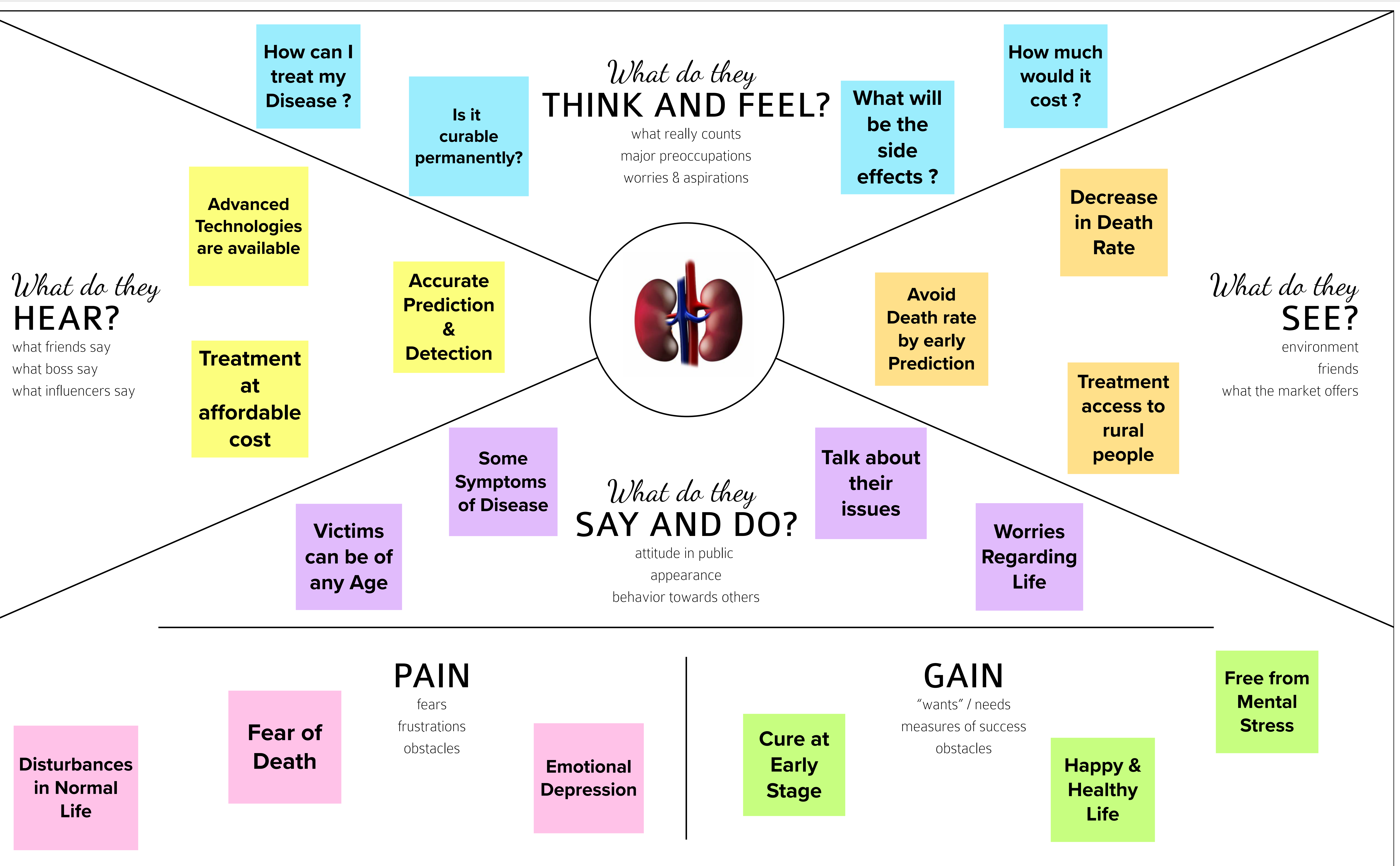
Early Detection of Chronic Kidney Disease using Machine Learning

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

How can I treat my Disease ?

Is it curable permanently?

What will be the side effects ?

How much would it cost ?

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

Advanced Technologies are available

Accurate Prediction & Detection

Treatment at affordable cost

Decrease in Death Rate

Avoid Death rate by early Prediction

What do they
SEE?
environment
friends
what the market offers

Treatment access to rural people

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

Some Symptoms of Disease

Victims can be of any Age

Talk about their issues

Worries Regarding Life

PAIN
fears
frustrations
obstacles

GAIN
"wants" / needs
measures of success
obstacles

Disturbances in Normal Life

Fear of Death

Emotional Depression

Cure at Early Stage

Happy & Healthy Life

Free from Mental Stress