## **Empathy Map**



## What do they THINK?

do i have it?
is it curable?
search about the symptoms
to think / plan for a solution or
way to deal with it

## What do they FEEL?

fear
anxious
depression
stress
insecure
denial

What do they HEAR?

comforting words
rumors of how dreadful the
disease is
motivation speeches
frustrated words from family
music to calm down



visit to doctor google search screen about the symptoms related social media contents pity from others

What do they SEE?

expressing anger in unnecessary situations depend on god/ spiritual beings Ways to cure quick steps to verify the disease

What do they DO?

self consoling lamenting complaining about everything possible ways to manage

What do they SAY?

create insights GAIN: to be self motivation to know the value of things

PAIN: fear

frustration obstacles