

# EMPATHY MAP ON PERSONAL ASSISTANCE FOR SENIORS WHO ARE SELF-RELIANT

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## THINK AND FEEL

- ❑ Forgetting things easily and its annoying at time.
- ❑ Loneliness
- ❑ Wish to get effective notification or sound alert to remind my medicines.

## HEAR

- ❑ Friends recommend them to hire a caregiver
- ❑ Would like to hear from doctor regarding my health condition to be good

## SEE

- ❑ More new technology on market but don't know how to use them.
- ❑ Would like to see their house filled with their children's but we are alone seeing Loneliness.



## SAY AND DO

- ❑ Dislike Products with new tech and claim that they are old fashioned
- ❑ Hardworking
- ❑ Forget to take medicine

## PAIN

- ❑ Health is not as good as before
- ❑ Worry about accidents
- ❑ Memory Loss

## GAIN

- ❑ Live independently and happy
- ❑ Easy tracking system to know medicine consumption details and restoring
- ❑ Remember tasks in daily life