Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID21077
Project Name	Early detection of chronic kidney disease using
	machine learning
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the problem and the person experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

EARLY DETECTION OF CHRONIC KIDNEY DISEASE APPLICATION:

Empathy Map What does he THINK AND FEEL? • what really counts major preoccupations worries & aspirations Feeling worried positive What does What does he HEAR? he SEE? what friends say what boss say what influencers say enviroment friends what the market offers What does he SAY AND DO? attitude in public appearance behavior towards others Expenditure Negative Pain Gain mindset • fears • frustrations • obstacles Fear of death http://creativecommons.org/licenses/by-sa/4.0/ Business Model Toolbox