Ideation Phase
Empathize & Discover

Date	17 October 2022
Team ID	PNT2022TMID38721
Project Name	Project - Visualizing and Predicting Heart Diseases with an Interactive Dash Board
Maximum Marks	4 Marks

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1

Build empathy and keep your focus on the user by putting yourself in their shoes.

What do they THINK AND FEEL?

what really counts

major preoccupations

worries & aspirations

- CAD happens when coronary arteries struggle to supply the heart with enough blood, oxygen and nutrients
- Cholesterol deposits, or plaques, are almost always to blame
- This can cause chest pain, shortness of breath or even a heart attack

What do they HEAR?

what friends say

what boss say

what influencers say

- Heart conditions that include diseased vessels, structural problems and blood clots
- The term "heart disease" refers to several types of heart conditions
- Decreased blood flow can cause a heart attack

What do they SEE?

environment

friends

what the market offers

- Besides blood tests and a chest X-ray, tests to diagnose heart disease can include: Electrocardiogram (ECG or EKG)
- Your resting heart rate likely falls between 60 and 100 beats per minute, depending on your age and fitness
- The EHDPS predicts the likelihood of patients getting heart disease

What do they SAY AND DO?

attitude in public

appearance

behavior towards others

- A type of disease that affects the heart or blood vessels
- The risk of certain heart diseases may be increased by smoking, high blood pressure, high cholesterol, unhealthy diet, lack of exercise, and obesity
- Beta-blockers are one of the most widely prescribed class of drugs to treat hypertension

PAIN

fears

frustrations

obstacles

- Stress may lead to high blood pressure, which can pose a risk for heart attack and stroke
- people who are angry more frequently and more intensely are at higher risk for all heart disease events, including heart attack, silent heart attack and bypass surgery
- Diets high in fat, salt, sugar and cholesterol have been linked to heart disease

GAIN

"wants" / needs

measures of success

obstacles

- Regular exercise will make your heart and blood circulatory system more efficient, lower your cholesterol level, and also keep your blood pressure at a healthy level
- Risk factors have included blood pressure, cigarette smoking, cholesterol (TC), LDL-C, HDL-C, and diabetes
- The ASCVD (atherosclerotic cardiovascular disease) risk score is a national guideline developed by the American College of Cardiology