

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

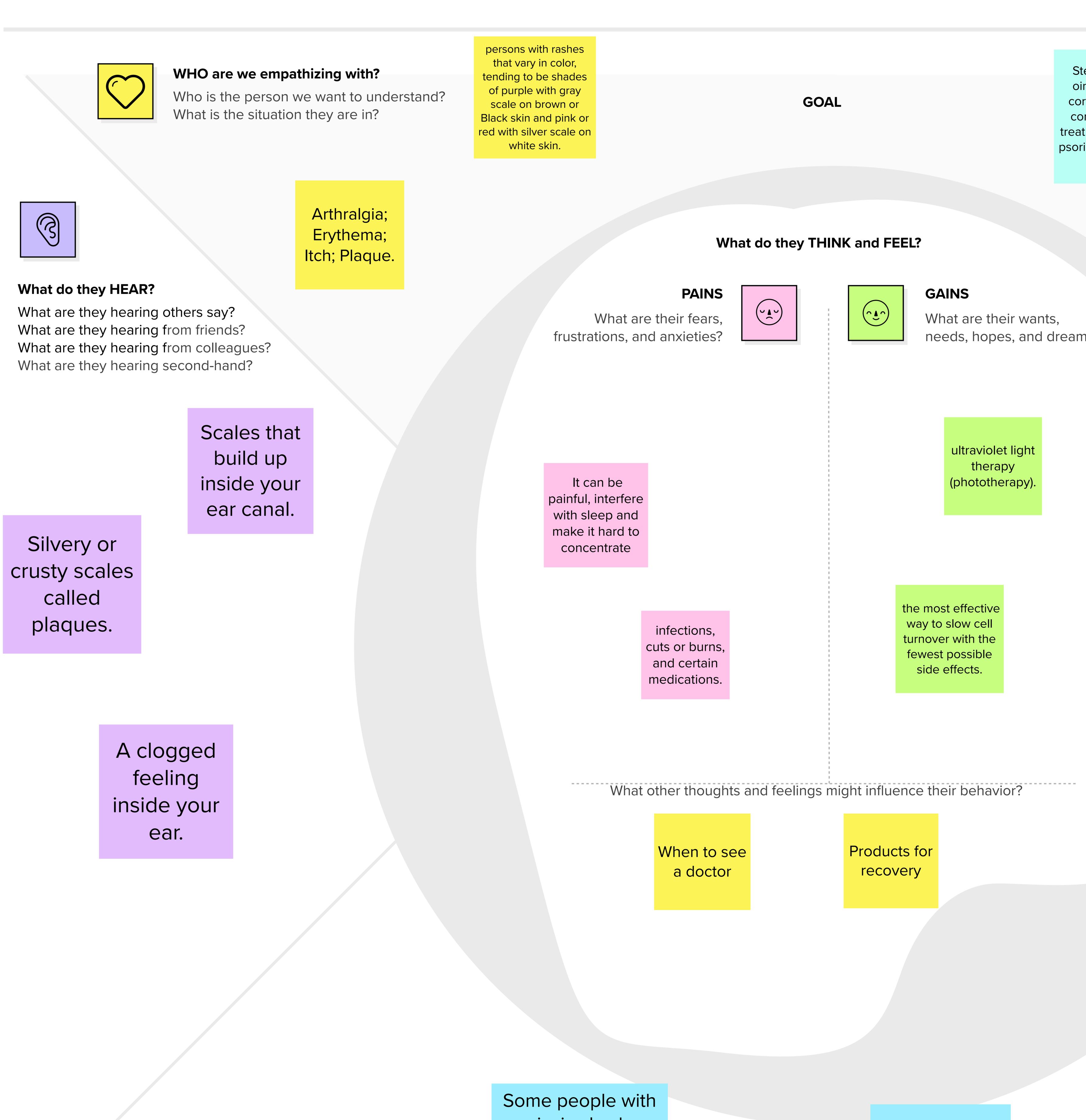
Originally created by Dave Gray at





Al-Based localisation and classification of skin disease

we are building a model which is used for the prevention and early detection of skin cancer, psoriasis.



Steroid creams or corticosteroids) ar commonly used to treat mild to moderate psoriasis in most areas of the body To reduce inflammation. This slows the

GOAL

What do they THINK and FEEL?

GAINS

the most effective

way to slow cell

turnover with the

fewest possible

side effects.

Products for

recovery

What are their wants,

ultraviolet light

therapy

(phototherapy).

needs, hopes, and dreams?

What do they need to do differently? at job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

production of

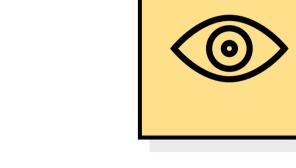
skin cells and

reduces itching

What do they need to DO?

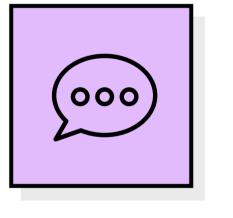
They usually appear on the elbows, knees, lower back and scalp

dry, itchy, raised skin patches (plaques) covered with scales



What do they SEE?

What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

What have we heard them say? What can we magine them saying?

> a small sample of skin (biopsy) for examination under a microscope.

> > patches vary in color, depending on skin color.

psoriasis also have What do they DO? an inflammatory What do they do today? condition which What behavior have we observed? What can we imagine them doing?

affects their joints, called psoriatic arthritis.

Fatigue, Easily bleeding or bruising. Loss of appetite. Nausea.

Many people who have psoriasis also have serious health conditions such as diabetes, heart disease, and

depression

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