Empathy Map

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations
How long I have to take the treatment?
What to do if we don't get bed allocation in the current hospital?
Hospitals with better facilities
Estimation of their treatment budget
Get frustrated
Depression
Insecurity and fear
Loneliness
Low self-esteem
What do they
HEAR?
what friends say
what boss say
what influencers say
Skilled doctors
Availability of equipments
About treatment
Bed availability
What do they
SEE?
environment
friends
what the market offers
Overflowing general wards at time of crises
Discharge of patients
Other patients
Rushing of doctors
Room facilities
Admission
Whether it is a specialized hospital
What do they
SAY AND DO?
attitude in public
appearance
behavior towards others
Checking emergency ward availability
Checking availability of doctors and nurses
Checking availability of proper diet
Regular health checkup
Managing the reports
Manage visiting time
PAIN
fears
frustrations
obstacles
Cannot afford treatment
undergo pain and side effects of medication
they cannot stay and get treated
Unavailability of specialized doctors
GAIN
"wants" / needs
measures of success
obstacles
Cure
Availability of resources at correct time
Active co-operation from patients
Treatment satisfaction