

**WHO are we empathizing with?**

Who is the person we want to understand?  
What is the situation they are in?  
What is their role in the situation?



**What do they HEAR?**

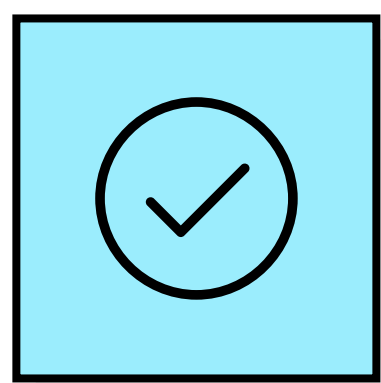
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

People who are all affected with Coronary or Cardio-vascular diseases.

"Take your medications regularly and keep yourself as active as you can."

"Avoid unhealthy junkfoods. And most of all don't get yourself overstressed which is the main cause of CVD's"

"It is curable"



**What do they DO?**

What do they do today?  
What behavior have we observed?  
What can we imagine them doing?

Regular checkups with doctor

Easily get nervous and when they have to deal with some tough situations they might get collapsed.

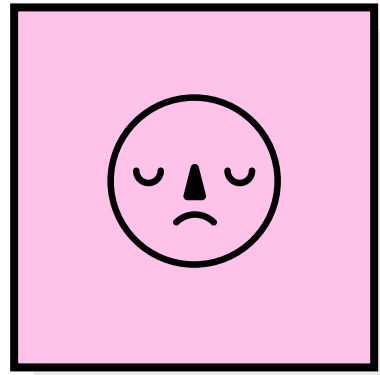
Taking medications regularly and maintaining an active lifestyle

**GOAL**

**What do they THINK and FEEL?**

**PAINS**

What are their fears, frustrations, and anxieties?



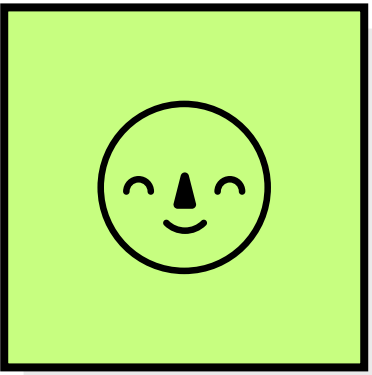
Anginophobia - they believe that feelings of chest pain or tightness are signs of a heart attack

Cardiophobia - fear of heart disease or heart attacks.

Feeling tensed and collapsed when handling stressful tough situations

**GAINS**

What are their wants, needs, hopes, and dreams?



Getting good care from their loved ones and make them feel happy and stress-free

Recommendation of community programs to help consumers understand that heart disease is preventable, and to share heart-healthy practices as important steps for longevity.

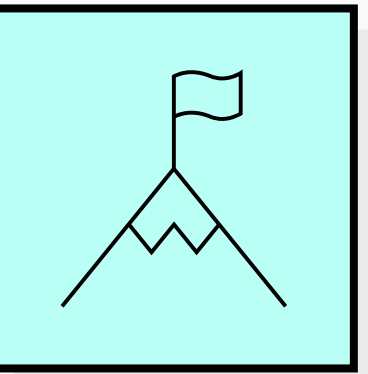
What other thoughts and feelings might influence their behavior?

Getting worried about their family if something happened to them.

May have financial problems which can further stress them in addition to having a CVD.

**What do they need to DO?**

What do they need to do differently?  
What 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?

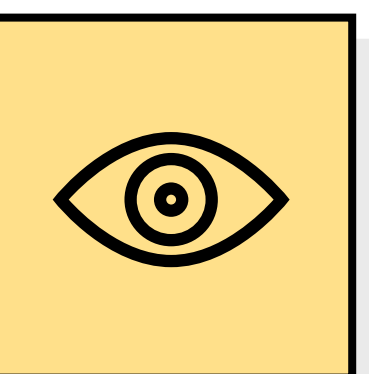


May attend community programs that help to forget their heart disease and lets them to be stress-free and active.

Practice meditation and need lifestyle changes

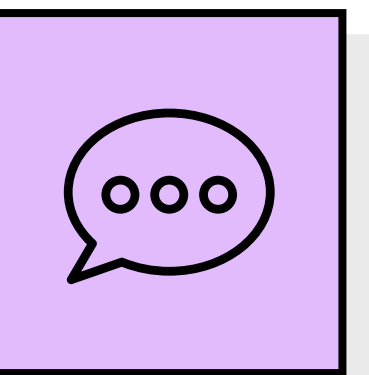
May be even some online helping programs to handle stress like meditation, workout apps etc.,

People with same kind of problem currently that they are facing with.



**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 imagine them saying?

Positive People: "I don't let my heart disease bother me. I just go out and do what I can do. When I get tired, I rest."

Some patients maintain a positive attitude by considering the possibility of worse cases or comparing their situation with others'.