Empathy Map Canvas

Gain insight and understanding on solving customer problems.

1 *Analytics in hospital health care -data*

It Reduce Human work

Friends are saying possitive

Analytics is easy

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Inadeqeate &excited

to accurately calculate the length and stay

Learn how industry leaders use data measurement to highlight marketing value

What do they HEAR?

what friends say
what boss say
what influencers say

Accessing is easy

improve the health care

What do they SEE?

environment
friends
what the market offers

Data analyst analyzes key factual information

Communicates expersite and authority

Hospital environment is bit stressful

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

primary health care centers

PAIN

fears
frustrations
obstacles

Phychological

Self-describing

Better patient care

GAIN

"wants" / needs
measures of success
obstacles

Improved diagnostics

Preventative care

BIG DATA ANALYTICS

EPS 10