

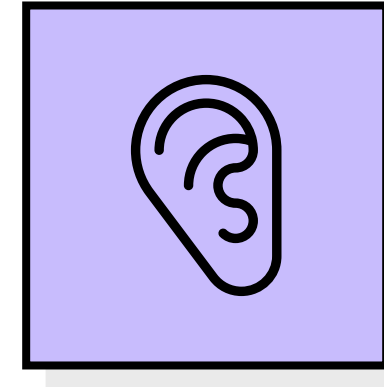
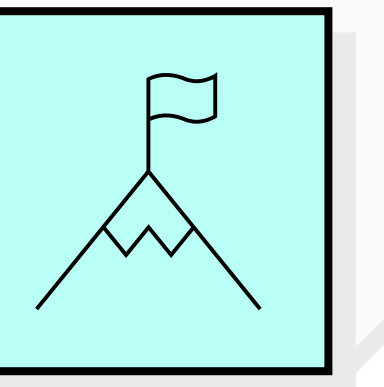
WHO are we empathizing with?

User who wants to take vaccine
Due to pandemic condition
To prevent from health issues

GOAL

What do they need to DO?

Feels like drowsiness
drink hotwater



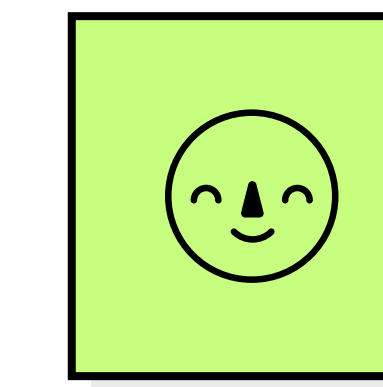
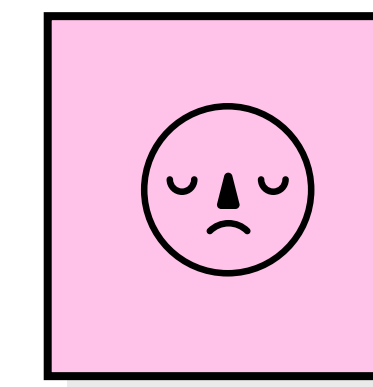
What do they HEAR?

Everyone should get vaccine
Get vaccine soon to prevent yourself
Get vaccine and back to work soon

What do they THINK and FEEL?

PAINS

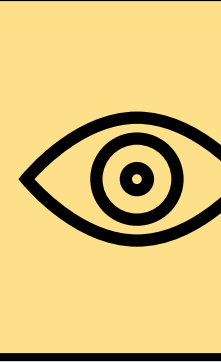
after getting injected fear
of fall in sick,fever,cold etc



GAINS

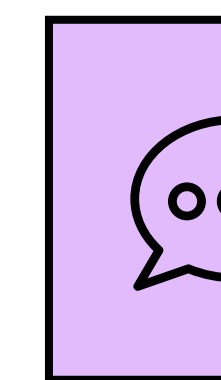
After getting injected feels
like getting cure

INDHU BALA
KALPANA
SHIKHA
JAISWAL



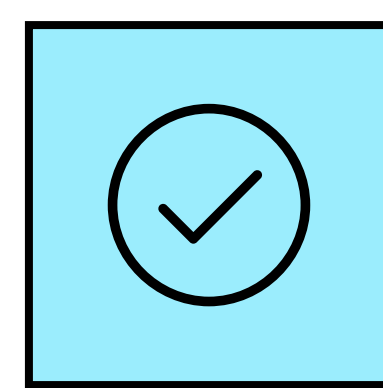
What do they SEE?

People who get suffering without vaccination
People getting cure after vaccination
Newspaper,refer in internet



What do they SAY?

After vaccination,people get energetic
People gets energetic and healthy



What do they DO?

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