Template

Empathy map

1. Users: Who are the potential users of your model? This could include patients, doctors, healthcare providers, insurance companies, and researchers.
2. Goals: What are the primary goals of the users when it comes to detecting kidney disease? For patients, this might include early diagnosis, reducing the need for invasive procedures, and improving quality of life. For doctors and healthcare providers, this might include reducing costs and improving patient outcomes.
3. Pain Points: What are the current pain points experienced by users when it comes to detecting kidney disease? For patients, this might include fear, anxiety, and uncertainty surrounding their diagnosis. For doctors and healthcare providers, this might include the time and resources required to identify patients at risk of kidney disease.
4. Gains: What are the potential gains or benefits that users could experience by using your model? For patients, this might include peace of mind and improved outcomes. For doctors and healthcare providers, this might include reduced costs and improved patient care.
5. User Experience: What might the user experience look like when using your model? For patients, this might include ease of use, clear communication of results, and support throughout the diagnostic process. For doctors and healthcare providers, this might include ease of integration into existing workflows and systems..

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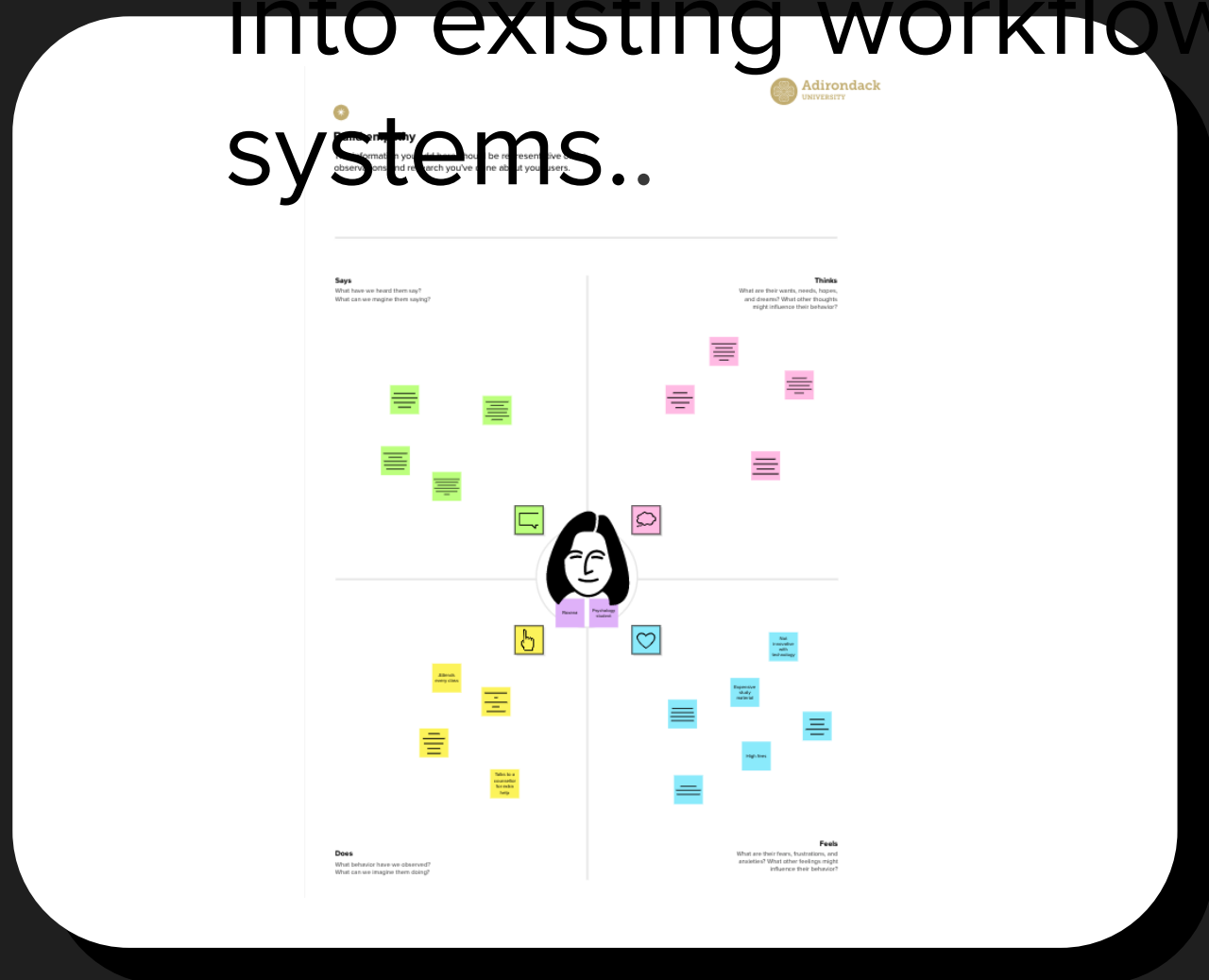

Need some inspiration?

See a finished version of this template to kickstart your work.

Open example

Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

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

Patients: Consider the experience of patients who may be at risk of developing kidney disease. They may be worried about their health, anxious about the diagnosis process, and concerned about the potential impact on their quality of life. Additionally, they may be unfamiliar with the medical jargon and terminology surrounding the condition, which can be confusing and overwhelming.

Healthcare Providers: Think about the experience of healthcare providers who may be using your model to detect kidney disease. They may be busy and overworked, so the model should be user-friendly and easy to integrate into their workflow. Additionally, they may need clear and concise information about the patient's condition to make informed decisions and provide appropriate care.

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Privacy: Consider the privacy and confidentiality of patient information. Patients may be concerned about the confidentiality of their medical information, and healthcare providers may need to comply with strict regulations regarding patient data privacy and security. Your model should be designed with these concerns in mind to ensure that patient information is protected at all times.

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

Value: Users will likely be looking for value from your project - they want to know what benefits they will gain from using it. Consider what unique value your project provides to users, whether it is convenience, cost savings, increased efficiency, or some other benefit.

Usability: Users want projects that are easy to use and navigate. Consider how intuitive your project is and how well it meets user needs. Can users easily accomplish their goals with your project, or are there significant barriers or challenges to using it?

Accuracy: Depending on the type of project you are working on, users may also be concerned with the accuracy of the results or outputs. They may want to know how reliable the data is and whether they can trust the project to give them accurate information or outcomes.

Feedback: Finally, users may have feedback or suggestions for how your project can be improved. Consider how you will gather feedback from users and how you will incorporate that feedback into future iterations of your project. Users want to feel heard and valued, and incorporating their feedback can help improve the overall user experience.

Give them a name and a portrait to empathize with your persona.

Accurate predictions: Users would expect your project to provide accurate predictions of their likelihood of developing kidney disease. They would expect the project to be based on reliable data and algorithms, and to provide results that they can trust.

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: Users would expect their data to be kept private and secure. They would expect the project to have appropriate security measures in place to protect their personal information.

Empowered: Users may feel empowered by the knowledge that your project provides. By identifying potential risk factors for kidney disease, users can take steps to reduce their risk and protect their health. This can give them a sense of control over their own health and wellbeing.

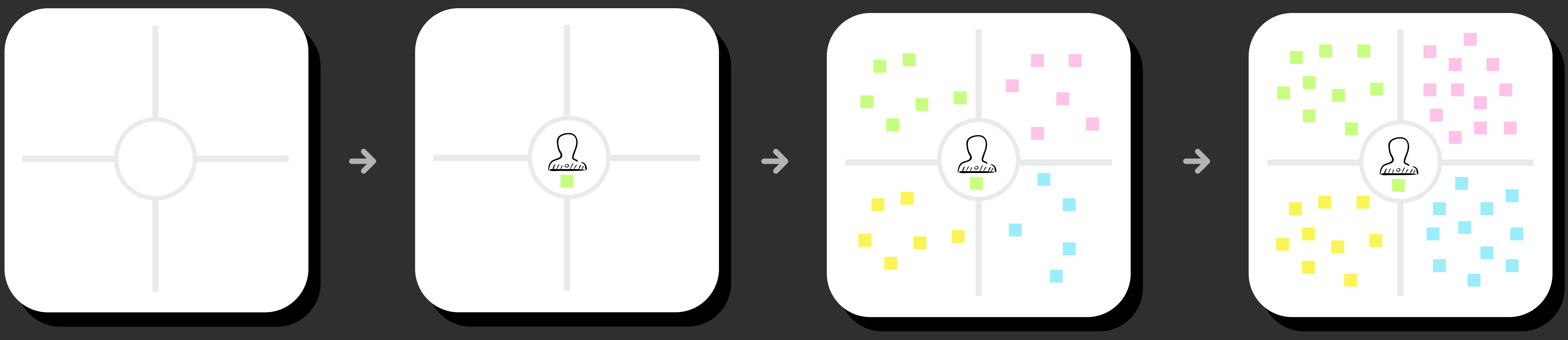
Reassured: If users receive a low-risk prediction from your project, they may feel reassured and relieved that they are not at high risk for developing kidney disease. This can provide peace of mind and reduce anxiety.

Anxious: On the other hand, if users receive a high-risk prediction from your project, they may feel anxious or worried about their health. It is important to provide resources and support for users in this situation to help them manage their risk and seek appropriate medical care.

Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?