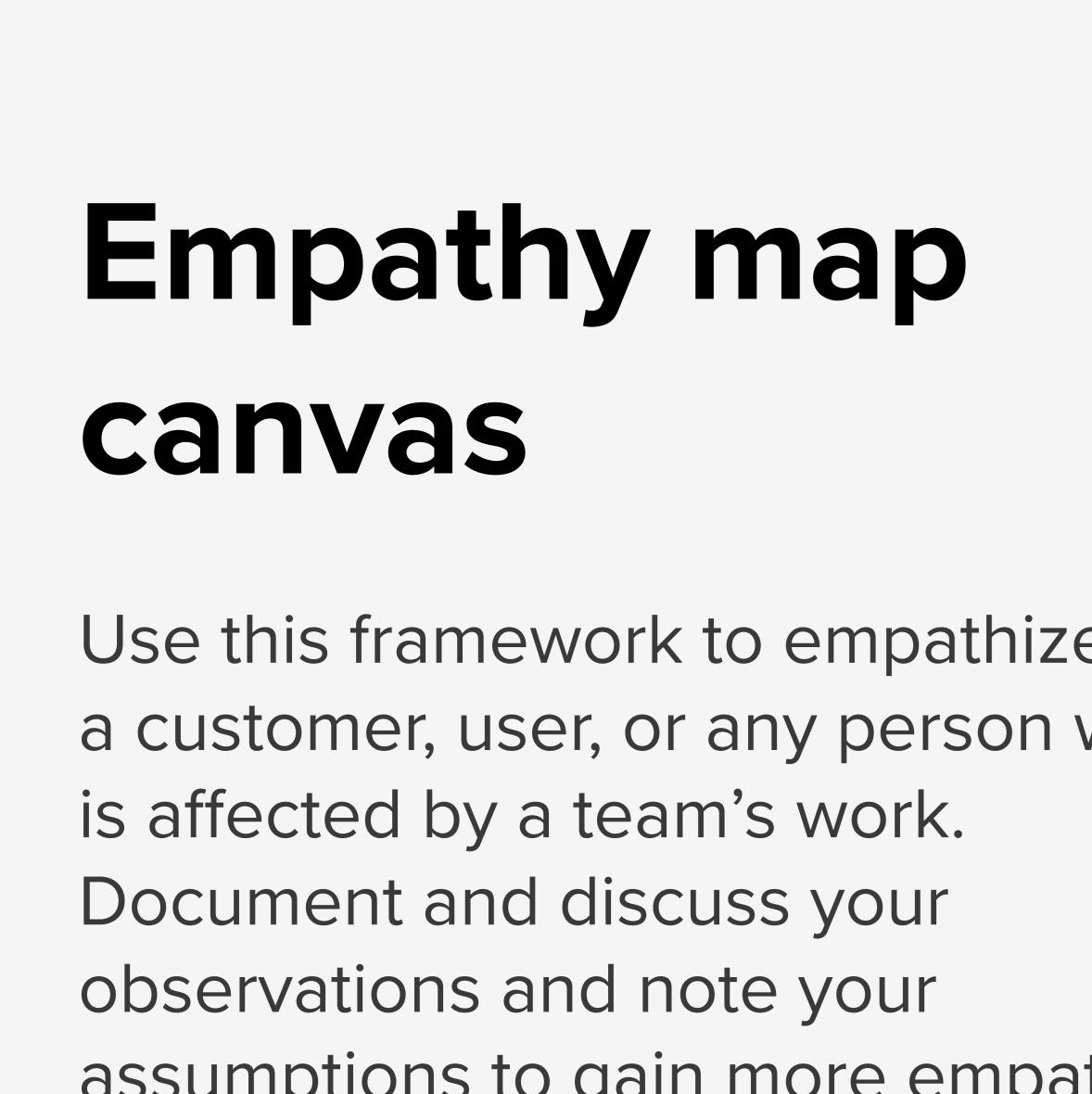
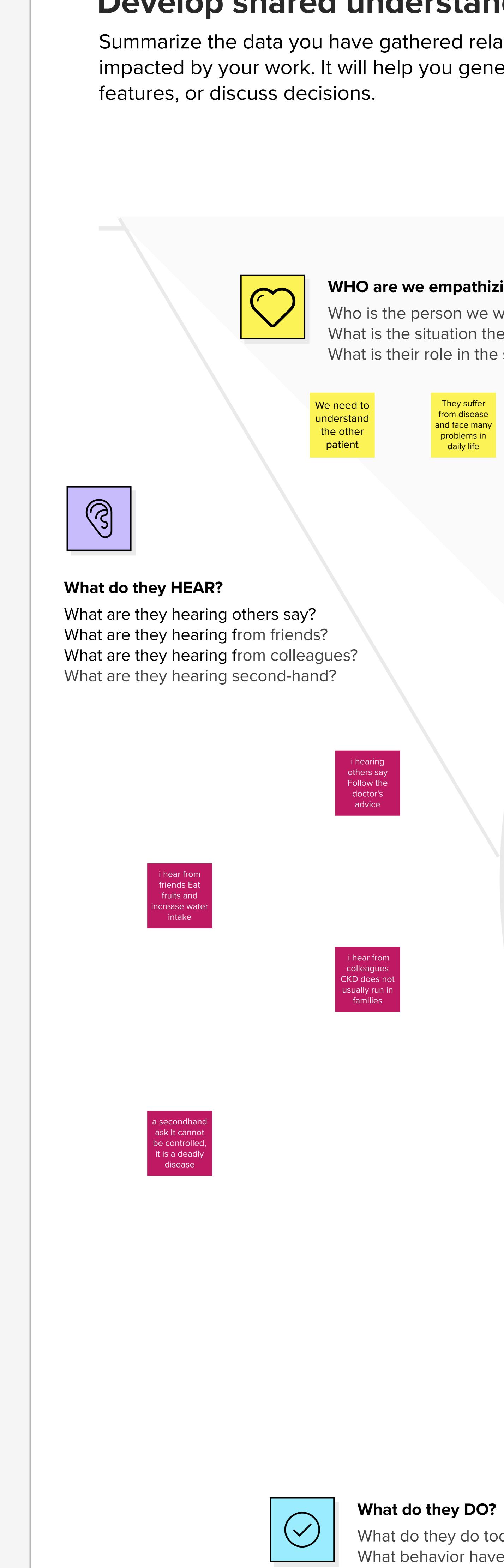


Use this framework to empathize with a customer, user, or any person who assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

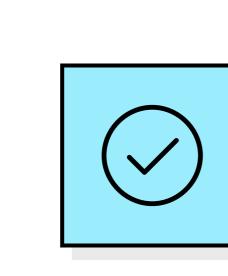




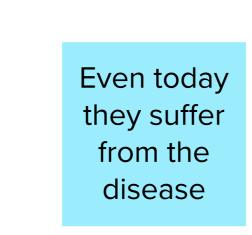


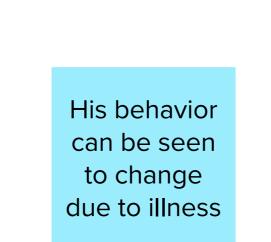
Develop shared understanding and empathy Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize WHO are we empathizing with? Who is the person we want to understand? What is the situation they are in? What is their role in the situation? They suffer from disease and face many problems in daily life

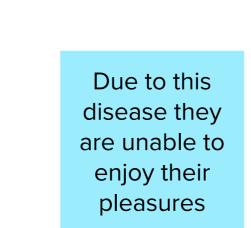
GOAL Be active
Eat a healthy diet
Reduce your salt
intake
Don't smoke What do they THINK and FEEL? **PAINS** What are their fears, What are their wants, needs, hopes, and dreams? What other thoughts and feelings might influence their behavior?



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







Unnamed area

How will we know they were successful?

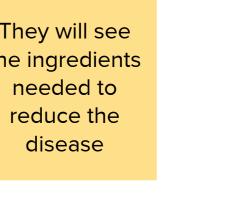
What do they need to DO?

What do they need to do differently?

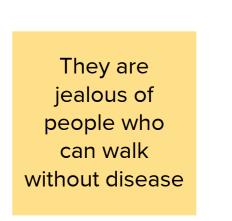
What decision(s) do they need to make?

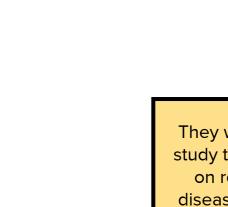
What job(s) do they want or need to get done?

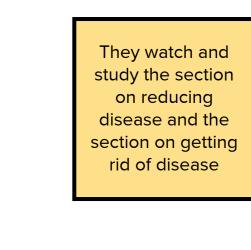
We'll know we've succeeded when CKD slows down and we return to everyday life



They do it by collecting some important information about from the Saryans who are affected by the disease









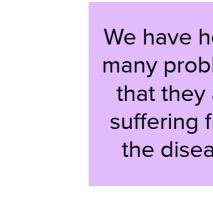


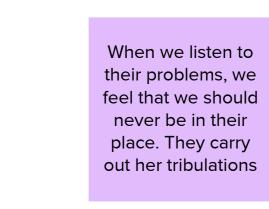
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



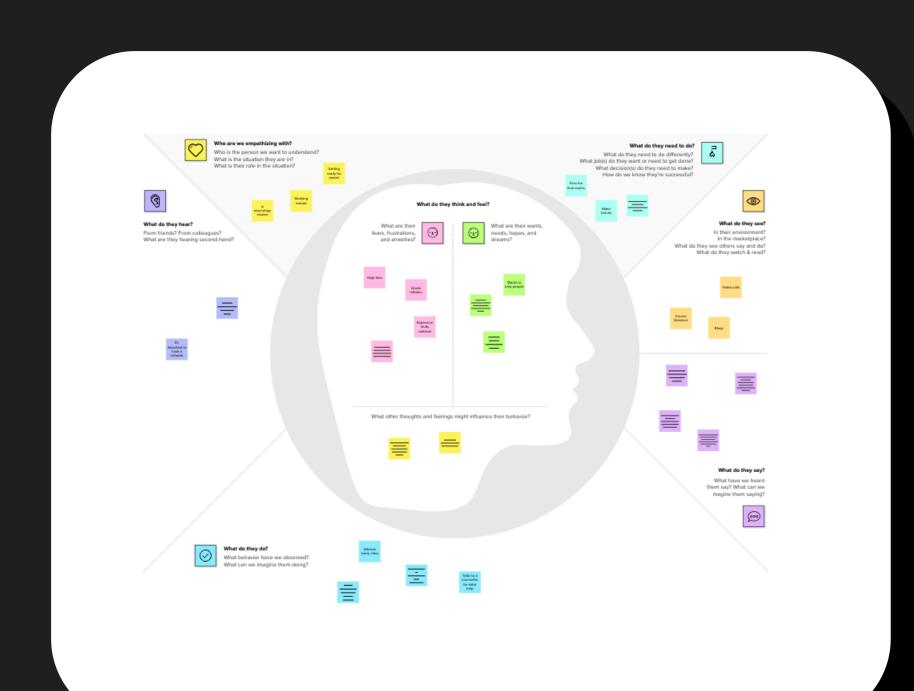
## What do they SAY?

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





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