CUSTOMER EMPATHY MAP

Designed for :

Designed by : Saketh Ram Bommaraju

Date :

Version :

GOAL

1 Who are we empathizing with?

People who have diabetes from all the areas

2 Who do they need to do?

Diabetes is a challending diseas
with lot of restrictions that people often
forget what to do and compromise their health.
so this app help the type 2 data diabetes patients

6 What do they hear?

They hear that diabetes is too much limiting in real life
They hear, once they get diabetes you have to suffer a lot
because keeping track of everything is difficult.
But they can use this project help themselves in real life
situtations where the presence of sugar is
highest when compared to historical data.

7 What do they think and feel?

Pains

Collecting data
Accuracy
Lack of awareness
Complex data

Gains

Long health
Happy life
Longer life span
positive influence on
family

3 What do they see?

There are actually different kinds of diabetes but to the
outsiders it appeaeres as the same thing which leads
to carelessness and improper treatment.

They often feel very thirsty, they feel tired all the time without any reason
They lose weight without reason and have blurry vision

4 What do they say?

They say they wish for an easier way to predict
diabetes
and blood sugar currently.
They struggle to find the right balance their diet
and blood sugar
levels
Forgetting to take insulin on proper times

5 What do they do?

Eating too much sugar and carbohydrates which is more the persmissible
range which leads to more complications than they are presently .

They dont follow proper diet and are unaware of the latest findings in the
scientific community about the same.