

WHO are we empathizing with?

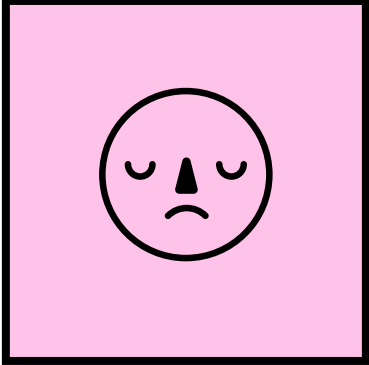
We are empathizing with individuals who have been diagnosed with thyroid disease and are managing their condition.

GOAL

What do they THINK and FEEL?

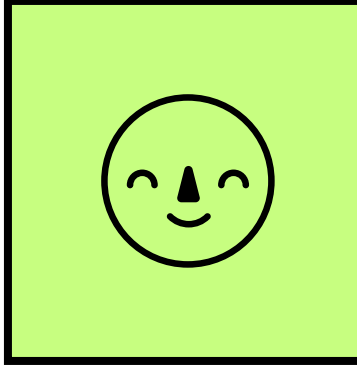
- Worried about the impact of thyroid disease on their health and wellbeing
- Anxious about the diagnosis process and uncertainty about the future
- Hopeful for effective treatment and a good outcome
- Frustrated with the lack of information or resources available

PAINS



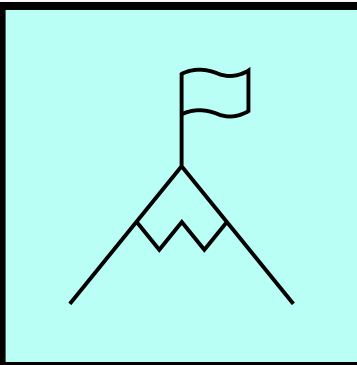
- Physical symptoms such as fatigue, weight changes, and hair loss

GAINS



- Effective treatment that improves their symptoms and quality of life

What do they need to DO?



- They need to monitor their thyroid hormone levels regularly
- They need to take medication as prescribed by their doctor



What do they HEAR?

- Information about thyroid disease from healthcare providers, family, and friends

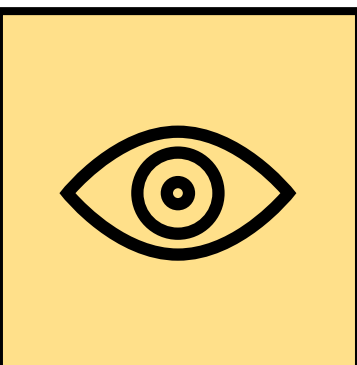
- Medical jargon that may be difficult to understand

- Misconceptions or myths about thyroid disease from media or social networks

Information about thyroid disease from healthcare providers, family, and friends

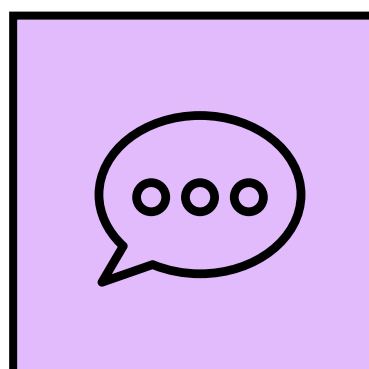
- Medical jargon that may be difficult to understand

- Medical tests and imaging used to diagnose thyroid disease



What do they SEE?

- Symptoms such as weight changes, fatigue, and hair loss

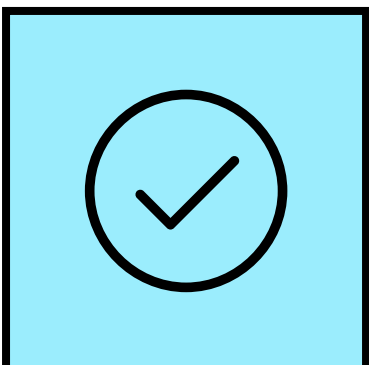


What do they SAY?

- What symptoms do they experience with thyroid disease?
- What challenges do they face in managing their thyroid levels?

- What kind of treatment have they received for their condition?

- What information do they need to better understand their thyroid condition?



What do they DO?

They may struggle with the emotional and physical toll of their condition

- They may seek out resources and support to help them manage their condition

- They may advocate for themselves and others with thyroid disease

- They may work with healthcare professionals to find the best treatment plan for their individual needs

What other thoughts and feelings might influence their behavior?

- Fear or anxiety about the impact of their condition on their health and quality of life
- Frustration or anger at the limitations their condition may place on their ability to work or engage in activities they enjoy

- Depression or sadness related to the impact of their condition on their mental and emotional well-being