

What do they HEAR?

They may come across news reports or articles

about lumpy skin disease

outbreaks, which can

affect their

understanding and

awareness of the

situation.

What are they hearing others say?

What are they hearing from friends?

What are they hearing second-hand?

What are they hearing from colleagues?

They might hear from other livestock owners

in their local community

who have dealt with or

are currently dealing

with the same disease,

sharing their

experiences and

strategies.

They may hear

recommendations and

guidance from

veterinarians

regarding the

diagnosis, treatment,

and prevention of

lumpy skin disease.

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?

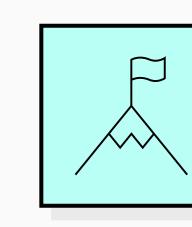
> Cattle Farmers Who rely only on cattle for their livelihood

GOAL

What do they need to DO?

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

How will we know they were successful?

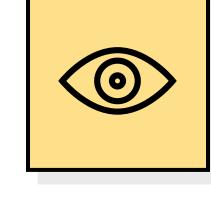


Information Education

> Seek Veterinary Care

Observing the isolation or quarantine of infected cattle to prevent the spread of the disease to healthy animals.

They might witness the disease spreading to other cattle within the herd, as lumpy skin disease can be contagious.



What do they SEE?

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?

I need userfriendly tools that don't require extensive training to use.



Type your paragraph...

What do they SAY?

I'm concerned about the imapact of LSD outbreaks on the local farming community.

I worry about the health of my cattle and the financial losses during disease outbreaks.

Seeks advice from local veterinarians regarding disease prevention and management

PAINS

What are their fears, frustrations, and anxieties?



GAINS

What are their wants, needs, hopes, and dreams?

Tools or practices that save time in managing livestock health.

> Solutions that lead to the recovery of cattle and prevention of lumpy skin disease.

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High veterinary and treatment costs for lumpy skin disease.

> Anxiety about the disease's spread and impact on the entire herd.

What do they THINK and FEEL?

Feel a sense of empowerment when equipped with knowledge and tools that can help their cattle from diseases

Dream of a future where my cattle are safe from diseases, ensuring a stable income for my family members

What do they DO?

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

Conducts regular visual inspections of cattle for any signs of disease

Follows recommended vaccination schedules for common cattle diseases