

## 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?

## Empathy Map for Deep learning model for eye diseases

### What do they THINK and FEEL?

#### PAINS

What are their fears, frustrations, and anxieties?

Fear of losing their sight

Cost of treatment

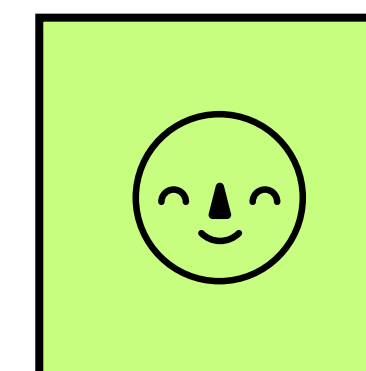
Impact on work and social life

Correct Diagnosis of eye disease

new and abnormal blood vessels

blurred vision, inability to see in dim light, seeing halos around lights

Uncertainty about the future



#### GAINS

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

Preservation of vision

Help Accurate diagnosis

Ability to live independently

Effective treatment

Ability to see loved ones' faces

What other thoughts and feelings might influence their behavior?

Anxiety and Frustration

Anger and misinformation

Self Image and Identity

Optimism and Hope

Asks for advice or recommendations from friends or family members.

Follows any prescribed treatments or medications diligently.

Makes an appointment with an eye doctor.

## 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?

Prioritize Eye Health

Improved Quality of Life

Choosing the Best Treatment available

Positive Emotional Well-being

Stable or Improved Eye Health

Trained technicians who assist with various tests and procedures

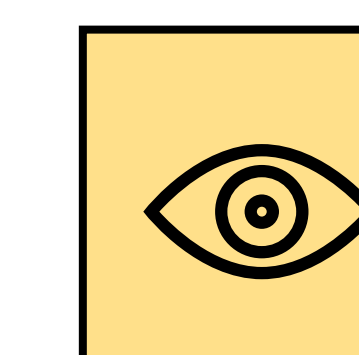
Specialized machines and equipment for diagnosing eye conditions

patients of all ages, from infants to seniors

With global population aging, more eye diseases

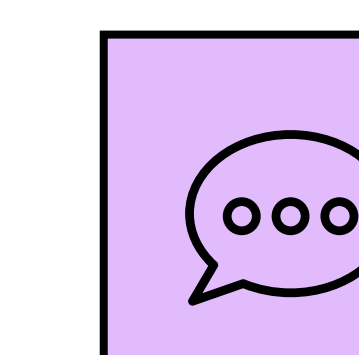
variety of different treatments available including surgery, medication, and laser therapy

Reading personal stories about others who have successfully navigated life with similar eye conditions



## 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?



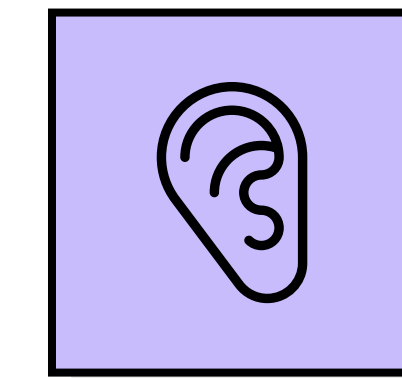
## What do they SAY?

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

Difficulty in Day to Day tasks

Insufficient Funds

No nearby Treatment Centers



## What do they HEAR?

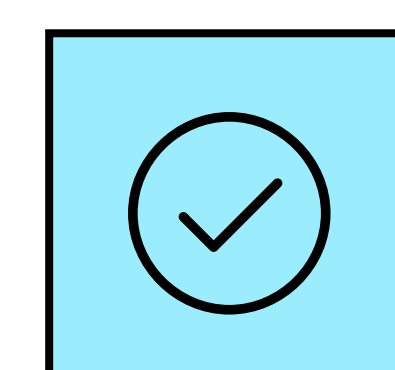
What are they hearing others say?  
What are they hearing from friends?  
What are they hearing from colleagues?  
What are they hearing second-hand?

Fear or Anxiety Inducing Stories

Home Remedies or Alternative Treatments:

Misinformation or Myths

Encouragement to Seek Professional Advice



## What do they DO?

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