Ideation Phase
Empathize & Discover

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Project Name	Project - Alzheimer Disease Prediction
Maximum Marks	4 Marks

Empathy Map Canvas:

The empathy map presented below is meticulously crafted to offer a succinct yet comprehensive insight into the perspectives, experiences, and expectations of individuals engaged with our Alzheimer's Disease Prediction project. This map aims to encapsulate their thoughts, immediate environment, and actions by addressing six pivotal aspects:

What do they think and feel? : This segment delves into the thoughts and emotions of our target audience, capturing their concerns, hopes, and anxieties related to Alzheimer's disease. It explores their desires for early detection and treatment, coupled with their worries about the impact of the disease on their loved ones.

What do they see? : Here, we explore the surroundings of our users. This encompasses what they observe in their immediate environment, which includes the gradual progression of Alzheimer's symptoms in affected family members, the need for accommodations in their homes, and access to local healthcare providers and support groups.

What do they hear? : This aspect centers on the information users receive from various sources. This could be advice from medical professionals emphasizing the importance of early Alzheimer's detection, shared experiences and encouragement from friends, or the engagement in community discussions and fundraising efforts for Alzheimer's research.

What do they say and do? : This section casts a spotlight on the users' actions and behaviors. It includes their decisions to seek medical evaluations and imaging tests, as well as the difficult choices caregivers must make regarding treatment and long-term care planning.

Pain: Here, we identify the challenges and pain points experienced by our users. This may encompass the emotional stress of watching a loved one's decline or the demanding responsibilities of caregiving as the disease progresses.

Gain: This part emphasizes the users' expectations and aspirations, such as early diagnosis for at-risk individuals and the delivery of the best possible care throughout the course of the disease for caregivers. Ultimately, success is measured by improved patient outcomes and quality of life for both patients and their families.

This empathy map serves as a foundational tool in our quest to develop an Alzheimer's Disease Prediction project that is not only data-driven and accurate but also deeply attuned to the human experiences and challenges tied to this condition. It enables us to create solutions that are both technically proficient and emotionally resonant, ultimately making a meaningful difference in the lives of those affected by Alzheimer's disease.

Empathy Map:

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?

Seek early detection and care, and adapt as caregivers.

Individuals at risk of Alzheimer's disease and their families.

They are facing the challenges and uncertainties associated with the progressive and irreversible Alzheimer's disease. This includes coping with memory loss, cognitive decline, and behaviour changes.

GOAL

Proactively seek medical intervention and medical imaging tests. Ensure access to genuine support and adapt care as the disease progresses.

Seek access to medical imaging technology and healthcare professionals for tests. Caregivers have no job of providing support and adapting care as needed.

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?

Decide when to seek medical evaluation and imaging tests. Caregivers may need to make decisions about treatment and long-term care planning.

Success is early diagnosis and intervention for at-risk individuals. For caregivers, success is providing the best possible care and maintaining quality of life.

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?

They hear medical professionals and experts discussing the importance of early Alzheimer's disease detection and the potential benefits of using deep learning models for medical imaging analysis to identify early signs of the disease.

Friends share experiences and encourage action.

Colleagues discuss caregiving challenges and offer advice.

Second-hand information might include news articles, social media posts, or community discussions about advances in Alzheimer's disease research and the potential of deep learning models in early diagnosis. They may also hear stories from acquaintances or support groups about various caregiving strategies and coping mechanisms.

Increasing awareness and availability of Alzheimer's detection tools and services. A growing focus on senior healthcare and dementia support.

Accepting their roles to accommodate the changing needs of affected family members. Access to local healthcare providers and support groups.

Medical professionals emphasizing early detection. Caregivers sharing support and experiences. Communities using Alzheimer's awareness and funding.

Viewing advertisements and news on Alzheimer's detection articles and tools or searching and reading community information, reviewing services, and make media for updates.

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 THINK and FEEL?

PAINS
What are their fears, frustrations, and anxieties?

People with Alzheimer's often fear losing their memories

Individuals with Alzheimer's experience a loss of independence

Alzheimer's can impair language and communication skills

Alzheimer's can strip individuals of their sense of self and identity

Individuals may fear being treated differently or being excluded from social activities.

Many people with Alzheimer's worry about burdening their families and caregivers

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

They want to be treated with respect and dignity

They hope for a good quality of life, which includes social engagement, and a safe environment.

They want to feel loved and valued by their family and friends.

They require care that respects their individuality and adapts to their changing needs

Many individuals with Alzheimer's hope to participate in activities they enjoy, such as art, music, or nature outings

People with Alzheimer's still have a need for emotional connections and relationships

What do they SAY?
What have we heard them say?
What can we imagine them saying?

Individuals at risk of Alzheimer's disease may express concerns such as, "I've been forgetting things lately; it worries me."

With early detection and support, we can imagine individuals at risk saying, "I'm relieved that we caught this early, and I can get treatment."

individuals at risk may proactively seek regular cognitive health screenings, even before symptoms manifest

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

Individuals at risk of Alzheimer's disease may not take any specific actions until noticeable symptoms arise

Some observable behaviors include individuals with losing their memory and loss of independence