



Says

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

- What We Have Heard Them Say:**
1. "I sometimes forget my own name. It's terrifying."
 2. "I wish there was a way to slow down the memory loss."
 3. "I'm worried about becoming a burden to my family."
 4. "It's frustrating not being able to remember important dates."
 5. "I don't want to lose my independence. That's very important to me."

- What We Can Imagine Them Saying:**
1. "I hope that one day, there will be a cure for Alzheimer's."
 2. "It's essential that healthcare providers are patient and understanding with Alzheimer's patients."
 3. "I imagine that technology could be a lifeline for people like me."
 4. "I wish people would be more empathetic and less judgmental about Alzheimer's."
 5. "I want to be part of a community that understands what I'm going through."

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



- Desires and Needs:**
- Individuals affected by Alzheimer's often desire solutions that can help them retain their independence and quality of life. They need reliable tools for early detection and support in managing their symptoms.

- Influence of Caregivers:**
- Thoughts often revolve around the impact of Alzheimer's on their caregivers and family members. They may consider how their condition affects the emotional well-being of those close to them.

- Emotional State:**
- The emotional state, including feelings of confusion, frustration, and sadness, significantly influences their thoughts. They may think about ways to manage their emotions.



Alzheimer patient

Alzheimer's disease is a brain disorder that slowly destroys memory and thinking skills and, eventually, the ability to carry out the simplest tasks

- Researches Alzheimer's:**
- Family members and caregivers may actively research Alzheimer's disease to understand its symptoms and progression.
 - Technology enthusiasts might explore various technologies and tools related to Alzheimer's.

- Seeks Support and Resources:**
- Caregivers and family members may look for support groups, online forums, and resources to help them care for Alzheimer's patients
 - Healthcare providers may seek educational resources and training on the latest diagnostic tools and treatments.

- Seeks Medical Advice:**
- Alzheimer's patients may visit healthcare providers to seek a diagnosis or treatment.
 - Caregivers might accompany patients to medical appointments and be involved in decision-making.

- Impact on Relationships:**
- Alzheimer's often strains relationships, as the individual may struggle to recognize loved ones, causing a sense of loss. Family members may express worry, leading to emotional distress.

- Concerns and Worries:**
- The most significant concern for the individual is often the fear of losing their independence. They worry about becoming a burden to their loved ones and the uncertainty of what the future holds

- Emotions Related to Alzheimer's:**
- The individual often experiences a range of emotions, including confusion, frustration, and sadness. They may frequently find themselves struggling with memory loss and cognitive challenges, which can be emotionally distressing.



Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



PAIN

- Frustration and distress from memory loss.
- Fear of losing independence.
- Strain on relationships and communication.

GAIN

- Early detection of Alzheimer's, aiding timely intervention.
- Enhanced quality of life for patients and their caregivers.
- Decreased burden on healthcare systems and families