

Ideation Phase

Empathize & Discover

Date	25 October 2023
Team ID	592988
Project Name	Disease Prediction Using Machine Learning
Maximum Marks	4 Marks

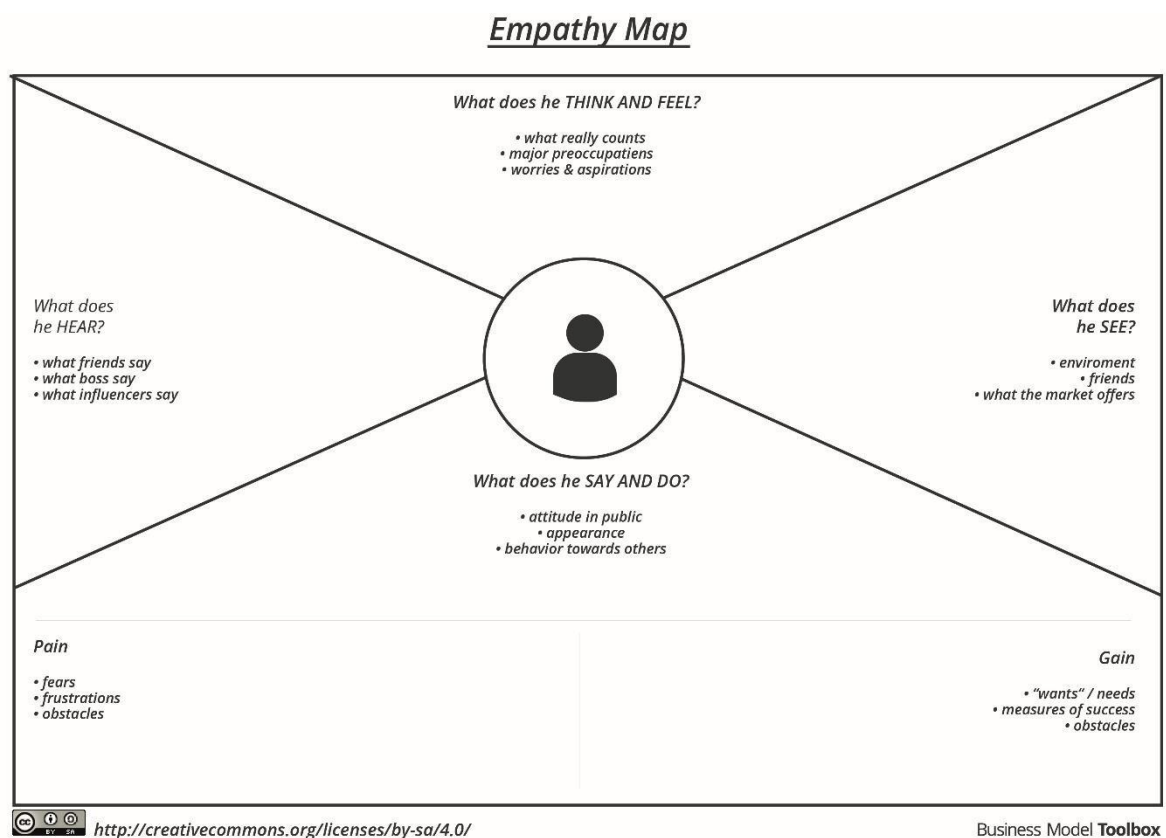
Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



Reference: <https://www.mural.co/templates/empathy-map-canvas>

Template

Empathy map canvas

Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note more empathy for the people you serve.

Originally created by Dave Gray et al.

Develop shared understanding and empathy
Summarize the data you have gathered related to the people that are impacted by your work. It will help you generate ideas, prioritize features, or discuss decisions.

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 from feedback?

What do they THINK and FEEL?

- What are their fears, frustrations, and anxieties?**
 - Users can have the fear that the issue will get them angry, embarrassed, or worse.
 - Users may worry about the security and confidentiality of their symptoms and health history.
 - If the user associates content with fear, they may not engage. The user will get frustrated and distrust the system.
- What are their wants, needs, hopes, and dreams?**
 - The user wants to be able to communicate with patients online and building trust between them.
 - Users can easily connect online and have a sense of community. They can have a sense of belonging and a sense of support.
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What do they DO?

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

What do they NEED to DO?

- What do they need to do differently?
- What goals do they want or need to get done?
- What decisions do they need to make?
- How do we know they were successful?

What do they SAY?

- What have we heard them say?
- What can we imagine they say?

What do they FEEL?

- Users can say they are frustrated, angry, or sad.
- Users can say they are happy, excited, or proud.
- Users can say they are confused, lost, or unsure.
- Users can say they are overwhelmed, stressed, or exhausted.
- Users can say they are motivated, inspired, or energized.
- Users can say they are calm, relaxed, or peaceful.
- Users can say they are confident, secure, or safe.
- Users can say they are happy, healthy, or well.
- Users can say they are loved, supported, or cared for.
- Users can say they are proud, accomplished, or successful.
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Share template feedback

<https://app.mural.co/t/diseasepredictionaiml2290/m/diseasepredictionaiml2290/1698324250596/1eb448b2237b37474d2d98073f758cf105658104?sender=u3911e116949ee235868e0755>