

## 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 your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at

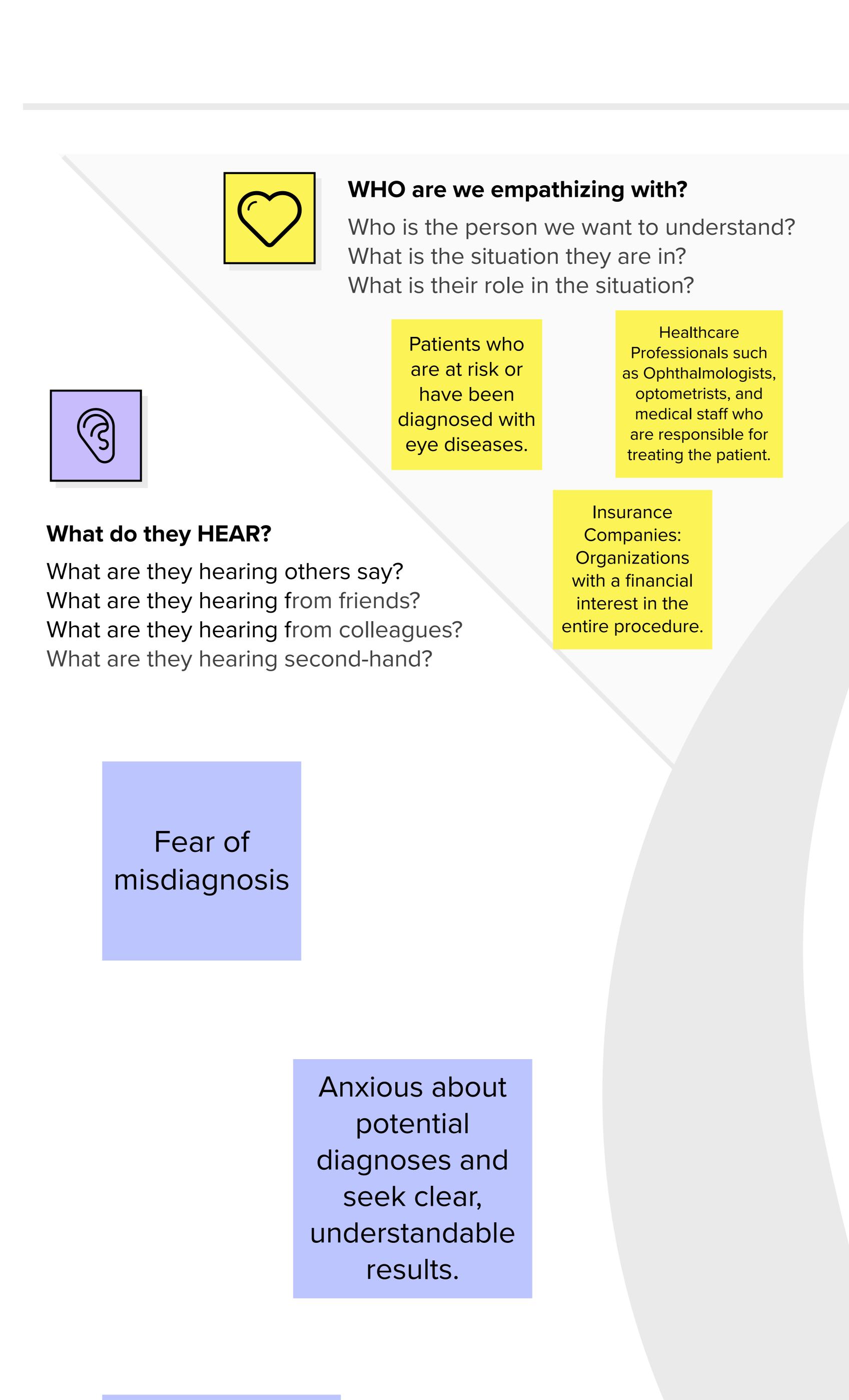


Share template feedback



## 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 THINK and FEEL? **PAINS GAINS** What are their fears, What are their wants, frustrations, and anxieties? needs, hopes, and dreams? Patients hope for Concerns about early and accurate their eye health, diagnosis, worries about potential for potential diseases, improved health Anxiety, fear of desire for accurate outcomes. vision loss, hoping diagnosis. for early detection, Access to a relying on reliable diagnostic technology for tool, potential for improved patient diagnosis care, time efficiency. Worries about Potential cost reduction and effectiveness of more accurate solutions, risk skepticism about assessment. Al accuracy. What other thoughts and feelings might influence their behavior? Patients may be professionals may be influenced by their influenced by their trust in the healthcare professional reputation, system, fear of health the potential to improve deterioration, and their

**GOAL** 

Patients seek multiple health professionals for best diagnosis and treatment procedures.

understanding of Al

technology.

Health professionals educate patients about the eye disease diagnosis.

patient care, and their

willingness to adopt

new technologies.

What do they need to DO?

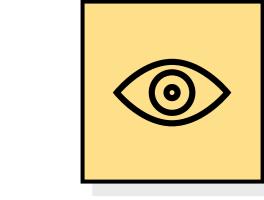
What do they need to do differently? What job(s) do they want or need to get done? What decision(s) do they need to make? How will we know they were successful?

> Seek guidance from healthcare professionals to resolve all doubts

Provide feedback on their experiences to improve the user interface and overall process.

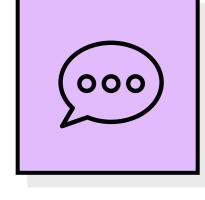
Patients trust the doctors after observing the technologies used during diagnosis and treatment.

Patients observe the protocols being followed by other eye disease patients



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?

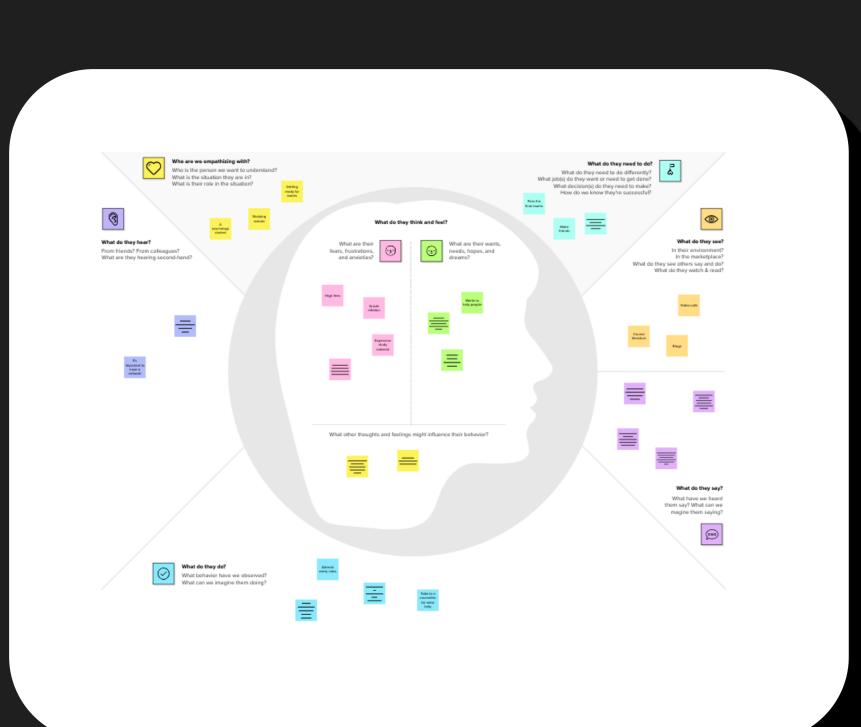
What have we heard them say? What can we magine them saying?

Express their concerns, questions, and preferences related to the diagnosis procedure.

Patients with successful testimony share experiences and

feedback.

Patients undergo regular eye checkup and follow the recommended treatment plan to resolve their skepticism.



Need some inspiration? See a finished version of this template to kickstart your work.



Concerns about

the ease of use

and accessibility

of new

technologies used

for treatment.



What do they DO?

What do they do today?

What behavior have we observed?

What can we imagine them doing?

