

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?

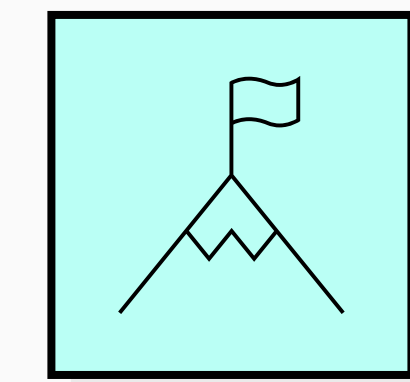
GOAL

They are also exploring the potential of AI and deep learning in improving patient care and assessment.

. They are responsible for the care and safety of patients while facing significant challenges due to the pandemic's impact on healthcare systems

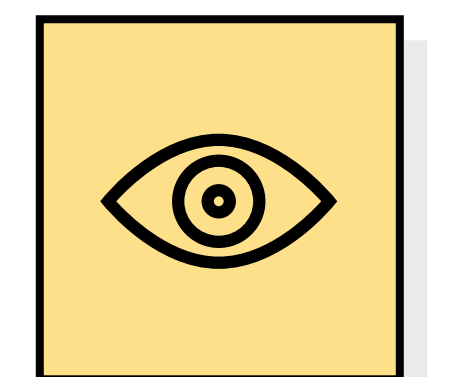
What do they need to DO?

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?



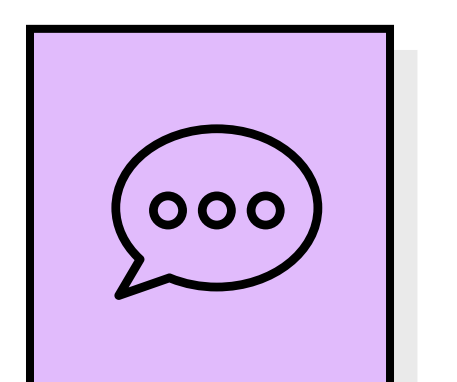
Hospitals and healthcare facilities under pressure to handle COVID-19 cases.

The importance of technology in improving efficiency and patient care.



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?

We're dealing with an increased demand for pandemic management

Chest X-ray data is invaluable for assessing COVID-19 patients.

They are in a situation where they are facing an increased demand for managing COVID-19 cases

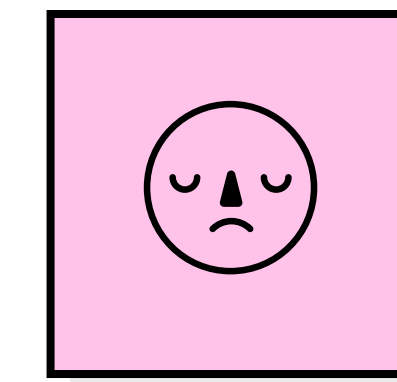
Conducts PCR tests and chest X-rays for COVID-19 diagnosis.

They are in pressure to make quick and critical decisions about patient treatment, isolation, and hospital capacity.

What do they THINK and FEEL?

PAINS

What are their fears, frustrations, and anxieties?



The stress and emotional toll of dealing with the pandemic.

Pressure to make quick decisions with limited information.

The challenges of managing overcapacity in emergency departments.

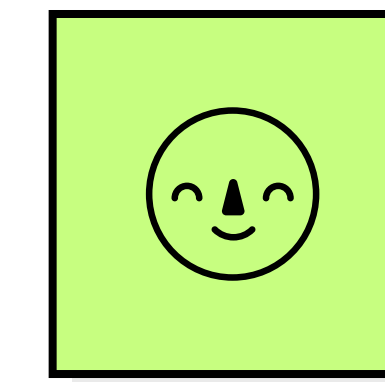
Overwhelmed by the increasing workload.

Concerned about the safety of patients and staff

Hopeful about the potential of AI in improving patient care.

GAINS

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

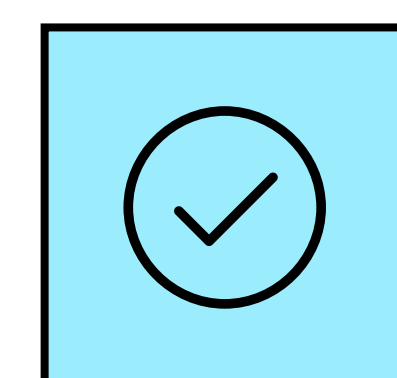


Potential for more effective and rapid COVID-19 assessment.

Improved patient outcomes and safety.

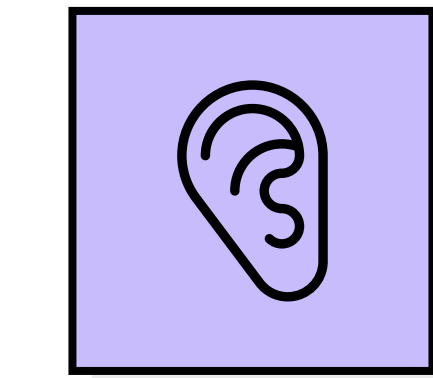
Access to AI and deep learning tools for chest X-ray analysis.

What other thoughts and feelings might influence their behavior?



What do they DO?

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



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?

Information and updates from the World Health Organization (WHO).

News about AI and deep learning advancements in COVID-19 diagnosis.

Feedback and concerns from patients and their families.