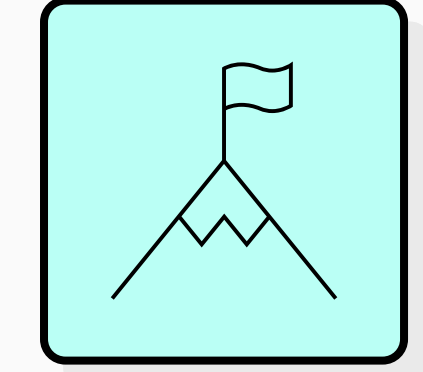


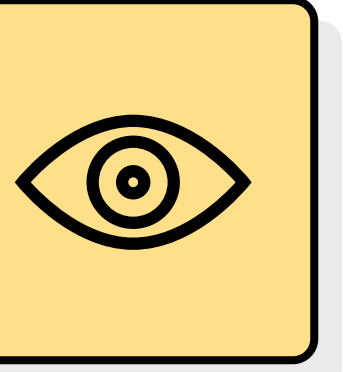
WHO are we empathizing with?

- **Patients:** "I want to know my risk of developing a disease."
- **Healthcare Professionals:** "Accurate predictions can help us intervene early and provide better care."
- **Data Scientists:** "We need quality data to train robust machine learning models."



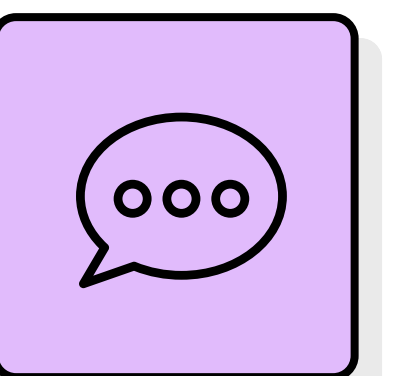
What do they need to DO?

- **Patients:** Participate in regular health screenings, share relevant health information.
- **Healthcare Professionals:** Analyze patient data, prescribe preventive measures.
- **Data Scientists:** Develop, train, and fine-tune machine learning models.



What do they SEE?

- **Patients:** Visualize personalized health dashboards displaying their risk scores and potential health outcomes.
- See user-friendly interfaces for inputting and updating health data.
- Observe clear explanations and visualizations of how the machine learning model arrived at predictions.
- **Healthcare Professionals:** View integrated platforms that consolidate patient data for comprehensive analysis.
- See visual representations of predictive analytics aiding in decision-making.
- Observe easy-to-interpret model outputs to support their clinical expertise.
- **Data Scientists:** See diverse and high-quality datasets with well-organized and annotated information.
- Visualize model training processes, including feature importance and validation metrics.
- Observe real-world impact and positive outcomes resulting from their machine learning models.



What do they SAY?

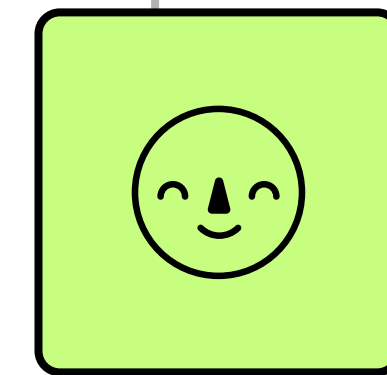
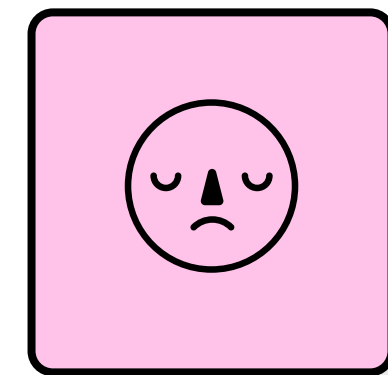
- **Patients:** "I want to know my risk of developing a disease."
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GOAL

What do they THINK and FEEL?

PAINS

- **Patients:** Anxiety about unknown health risks, fear of misdiagnosis.
- **Healthcare Professionals:** Limited access to comprehensive patient data, time constraints.
- **Data Scientists:** Lack of diverse and high-quality datasets, interpretability challenges.



GAINS

- **Patients:** Peace of mind, early intervention opportunities.
- **Healthcare Professionals:** Improved patient outcomes, better resource allocation.
- **Data Scientists:** Advancements in predictive models, contribution to public health.

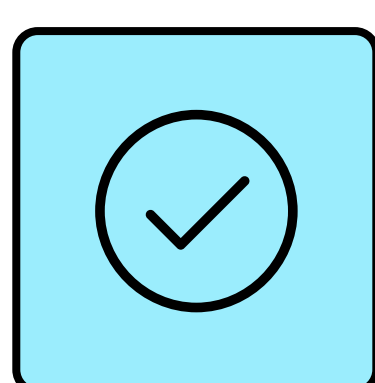
What other thoughts and feelings might influence their behavior?

- **Patients:** "I want to be proactive about my health."
- **Healthcare Professionals:** "Early detection is key to effective treatment."
- **Data Scientists:** "Quality data is the backbone of accurate predictions."



What do they HEAR?

- **Patients:** "Understanding your risk early can lead to better health outcomes."
- **Healthcare Professionals:** "Predictive models can enhance our ability to detect diseases."
- **Data Scientists:** "Our models need to be accurate and reliable for real-world applications."



What do they DO?

- **Patients:** Research symptoms online, visit doctors for regular check-ups.
- **Healthcare Professionals:** Use historical data for diagnosis, prescribe preventive measures.
- **Data Scientists:** Develop and train machine learning models using diverse datasets.