GOAL

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 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 SAY?

- ***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 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.