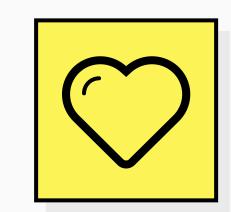


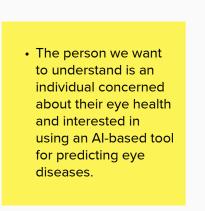
Develop shared understanding and empathy

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.



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?



Fears

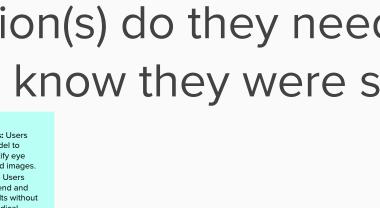
Frustrations

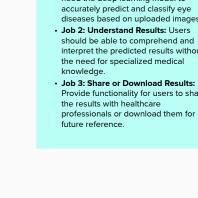
Anxieties

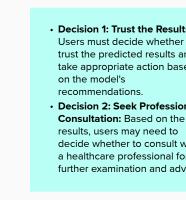
GOAL

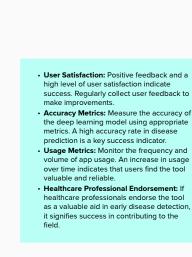
What do they need to DO?

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?



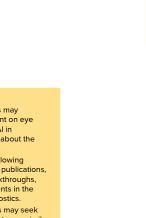










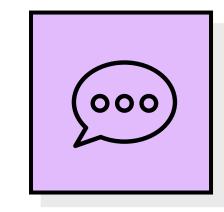






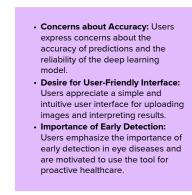
What do they SEE?

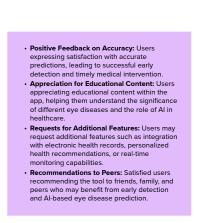
What do they see in the marketplace? What do they see in their immediate environment? What do they see others saying and doing? What are they watching and reading?



What do they SAY?

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

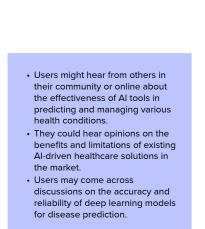






What do they HEAR?

What are they hearing others say? What are they hearing from friends? What are they hearing from colleagues? What are they hearing second-hand?

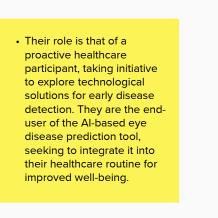


Information about the latest trends and developments in AI for medical diagnostics could reach users indirectly.

Users may come across news articles or blog posts discussing the success stories or challenges of implementing Al in healthcare.







individual actively seeking ways to manage and monitor their eye health.

specifically an Al-driven

What do they THINK and FEEL?

PAINS

• Misdiagnosis: There may be a fear of the AI model providing inaccurate

• Complex User Interface: Frustration could arise from a complex or unintuitive user

• Processing Delays: Users may become frustrated if the predictions take too long,

the tool effectively.

interface, making it difficult to navigate or use

especially if they are seeking quick results for

· Limited Interactivity: Frustration might occur if the tool lacks interactive features or options

• Anxiety about Potential Diseases: The anticipation of the Al

model revealing a potential eye disease could cause anxiety especially if the user is unsure about the reliability of the

• Technology Reliability Concerns: Anxiety about the

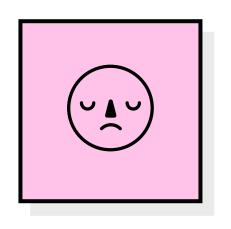
reliability of AI technology in general, and whether it can truly be trusted for critical health decisions.

• Next Steps Uncertainty: Anxiety may arise from uncertaint

about what steps to take next if the tool predicts a potential eye disease. Users may feel anxious about the unknowns in

for users to seek additional information or

What are their fears, frustrations, and anxieties?



GAINS

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

Wants



detection of eye diseases, instilling confidence in the tool's effectiveness.

Needs



• Reliability and Trust: The need for a reliable Al model that they can trust with their health information and decisions. • Educational Content: Users may need educational content within the tool to enhance their understanding of different eye diseases and the significance of • Privacy Assurance: The need for strong privacy assurances and data security measures to ensure the safe handling of personal health information.

Hopes



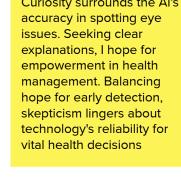
• Proactive Health Management: Hopes for a tool that supports proactive health management, enabling them to address potential issues before they become severe. • Integration with Healthcare: Hope for the tool to seamlessly integrate with their healthcare routine, including the ability to share results with healthcare professionals • Empowerment through Technology: The hope that leveraging technology will empower them to take control of their eye health and well-being.

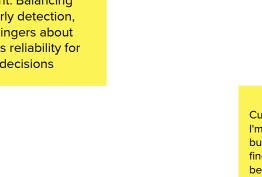
Dreams



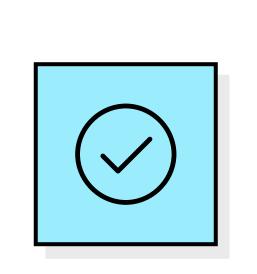
• Technological Empowerment: Dreams of being empowered by cutting-edge technology to make informed decisions about their health. • Community Support: Dreams of a supportive online community or network where users can share experiences and insights related to eye health and Al applications. • Contribution to Research: Dreams of contributing, through the use of the tool, to advancements in medical research and the understanding of eye diseases.

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?







