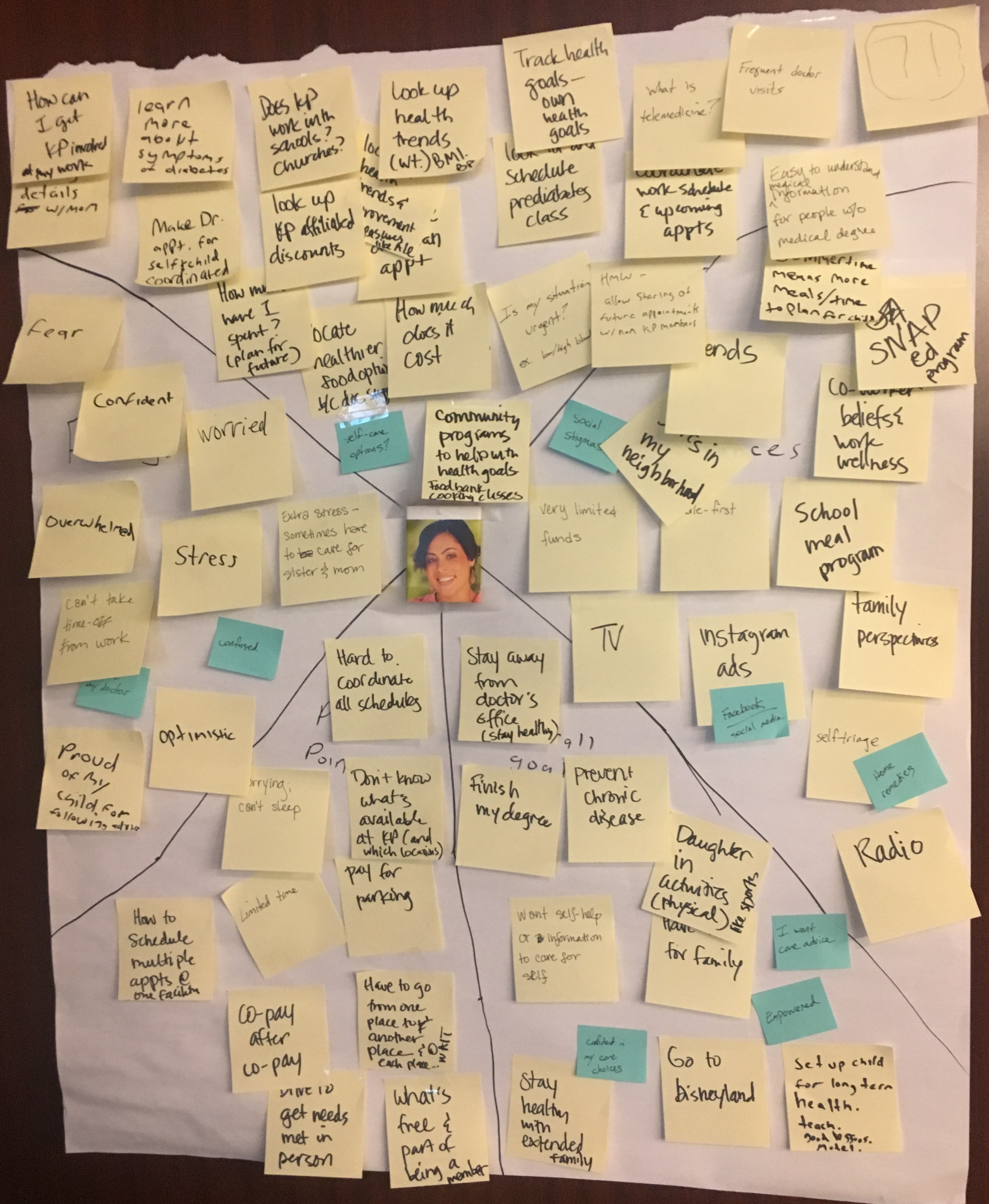
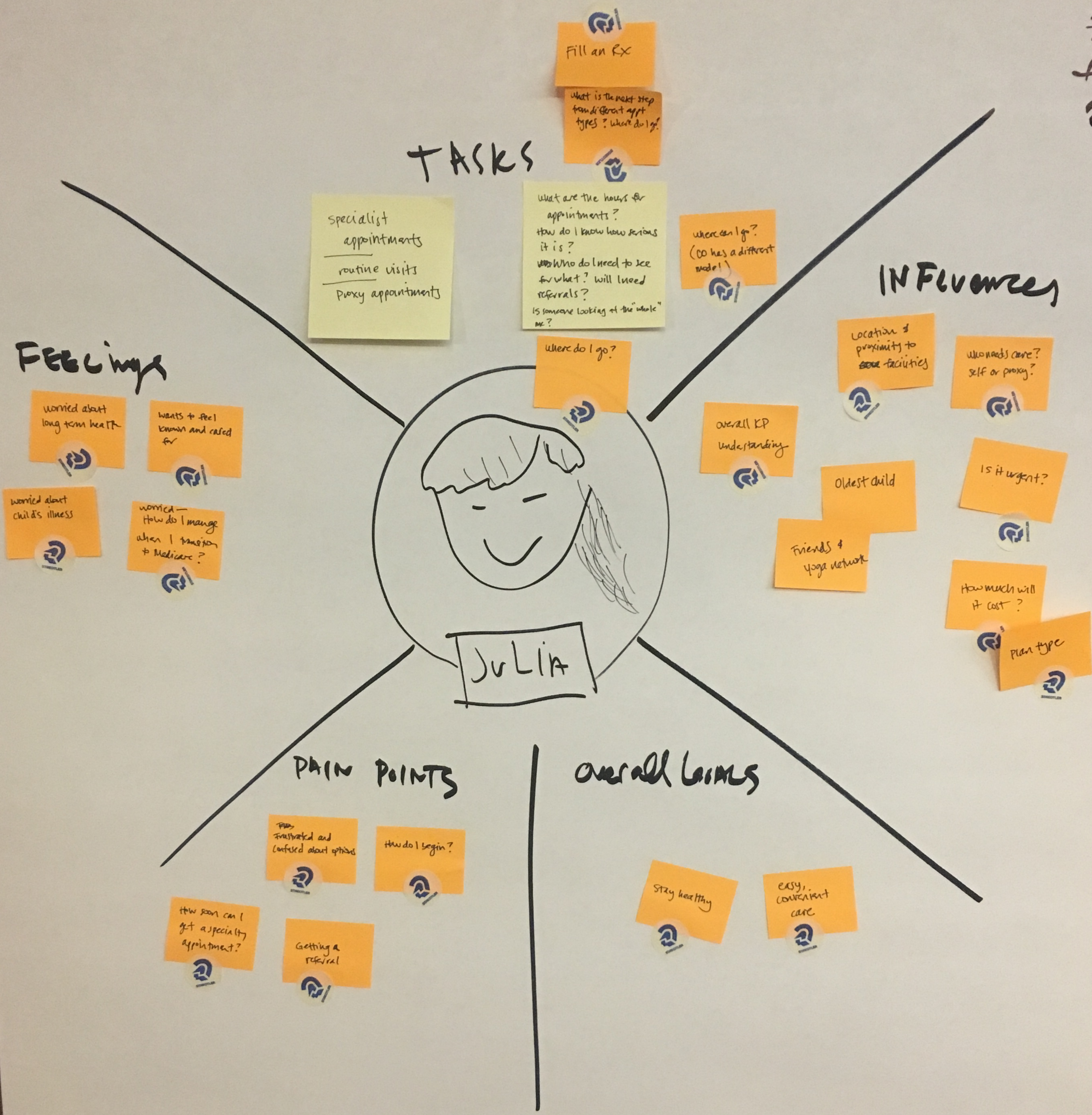


Empathy Maps



26
28



- Themes:
- Cost
 - Access (svc location, method)
 - Care @ right time, place
 - care navigation

how can
I help
my husband

Setting
up KP.org
account

Quick
Question
about
Cough

What care
available
now

- Where do
I go to
get care?

Task

don't want
medical
office

Family

Location
Proximity
of service

Husband

Previous
experience
another
insurer

Friends

digital
access

Your
plan

Coverage
here!

Tiffany

Influences

Goal

Pain
Points

Feelings

Stressed
for
time

Analysis
Paralysis

Frustrated
on where
to go.

Confused

don't
understand
cost

How do
I use
KP.ORG?

Know
when
out of
pocket
costs

Getting
care:
info when
I need it.

Get
quick
affordable
care

understand
options
for care

AFFORDABLE
CARE

Navigating
health
care
delivery
system

Site
navigation
challenges

too much
research
time
needed

Start
Monthly

Phil

TASKS

Influences

Overall

Goals

Pain points

Feelings

message my doctor

finding care w/out "appointment" *like Phil*

refill a prescription
order a prescription

learn about non-medical activities best for care

research self care management

what are my options for scheduling or check-up for son?

book appointment for child

schedule an appointment for therapy

frustration understanding which care offering is the right one

wife

child's school

media

amazon, apple, Disney experience

friends

employer

getting his son the right care

finding an appointment during the time I need. quick + easy

lack of time (not enough time to go to appointment)

too much content

knowing if benefits cover therapy strains

estimating costs for care (appointments, Rx)

lost

-concern about finding apt that works w/ schedule

anxious

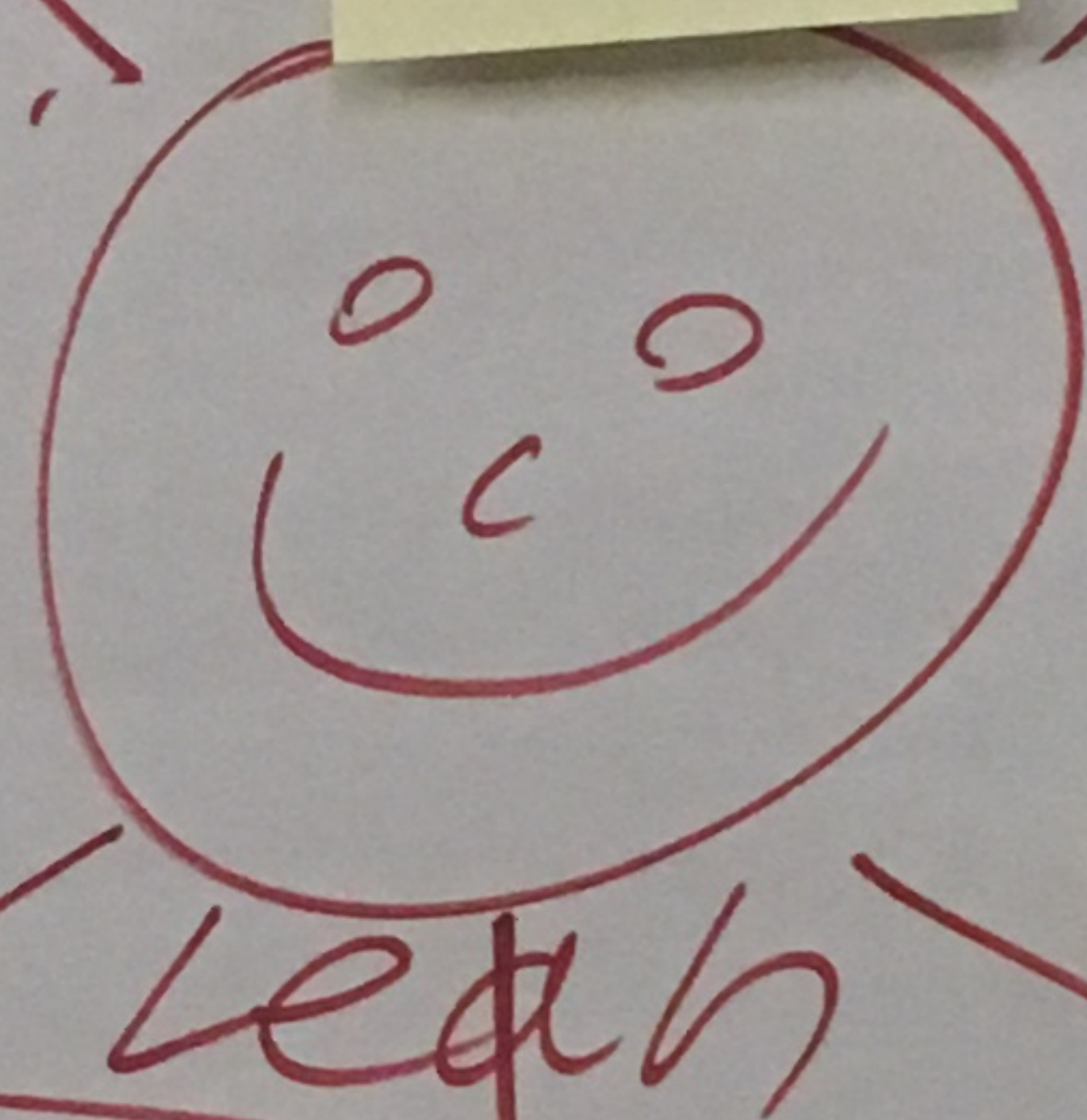
overwhelmed

confusion

Tasks

Feeling

influences



Leah

Pain points

overall goal

Volunteering w/ friends

keeping track of and refilling Rx

Question: What is the best strategy to increase her engagement in her health?

Keeping track of her weight

Anim rights group

TV Dr. Oz

not actively or avoiding think about her health

Nutrit told her to not eat alot of salt but she likes salt so is not following direct

Believes she can take care of herself

Frustration & confusion about her health care issues.

Fatigue

shortness of breath

Forgets things often

I don't like visiting the doctor. Is there an easier way?

Not enough time

not being tech savvy

gets confused sometimes

Distance from family in California

Following a special diet

Remembering the next appointment

Her children

Her husband

friends & neighbors

Word of mouth

Affordability

Her care team

Medical office

A good health care experience

KP call center agent

Maintaining her independence

minimize her health issues

Stay healthy "enough" to maintain independence

awareness of care options and their costs

Stay active

Managing her finances

Help her family

Be aware of her options so she can make the decisions

Things that are complicated e.g. health care

Too many restrictions on her life (e.g. driving)

Different opinions from friends & family

TASKS

Feelings

Influences

B.O.B.

Pain Points Overall Goal

Knee pain
Fast Pain
Trying to find
the right care
for himself.

Do I
need to
take time
off?

Quickest
option?

How do I
get what
I need?

When do
I go?

WHAT

Is there
a cheaper
option than
KT?

What's
the easiest
way to
get what
I need?

Social
circle

Distance
care

His banda
JOB - take
care of himself?

Prior
Experience
w/ KT

Mobile
access
(convenience)

Social/family
beliefs

Mortality

Panic/
Confusion

annoyed

anxious

Why do
I stay with
Kaiser?

denial

hard
on my
phone

WTF??!!
Hard to find
Access on
KT.org

What are
the options?

Unclear
on my
options

Broken
links

Can't find
how much he
needs for

Lack
of clear
info

Ugh...
do I need
to register
to do stuff??

~~Find~~
Confused
about care
terms/jargon.

What
Where
When
How
Who
How much \$
Which option
If I don't, —
Why

Tell me
what I
need (online)

Tell me
what to
do to
solve
my problem

Find
nearest
location

Make the
pain go
away...

Find my
answers
quickly