# Ideation Phase

## Empathize & Discover

Date: 31 January 2025

Team ID: LTVIP2025TMID42022

Project Title: Hematovision: Advanced Blood Cell Classification Using Transfer Learning

Maximum Marks: 4 Marks

## Empathy Map Canvas

An Empathy Map is a straightforward, visual tool that helps teams consolidate insights about a user's behaviors, thoughts, and feelings.  
  
It serves as a critical step toward understanding the people experiencing a problem. For your project, Hematovision, the empathy map will guide you in recognizing the challenges faced by medical professionals in identifying blood cell types.  
  
Developing effective AI-driven diagnostic tools begins with deeply understanding the end users — such as clinical pathologists and researchers — their daily workflow, obstacles, motivations, and emotional landscape.  
  
This exercise supports your ability to view the problem through their eyes, enhancing both problem definition and solution development.

## Example: Hematology Diagnostic Tool for Hospitals

|  |  |
| --- | --- |
| THINKS & FEELS: Worried about accuracy; feels pressure from workload; values automation | SEES: Outdated software, inconsistent test reports |
| HEARS: Complaints about delays, discussions on AI in diagnostics | SAYS & DOES: Requests faster, reliable tools; double-checks results |
| PAINS: Manual processes, lack of real-time support, repetitive tasks | GAINS: Faster diagnostics, error reduction, more time for analysis |
| User: Clinical pathologist at a diagnostic laboratory | |

Reference: https://www.mural.co/templates/empathy-map-canvas