

Ideation Phase

Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID29337
Project Name	Health AI: Intelligent Healthcare Assistant Using IBM Granite
Maximum Marks	4 Marks

Empathy Map Canvas

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Empathy Map – HealthAI

Intelligent Healthcare Assistant

SAYS

- I don't know if my symptoms are serious or not.
- I just want a quick answer without waiting for a doctor.
- Why is it so hard to find reliable health info online?
- I'm overwhelmed by medical terms

THINKS

- Am I making the right health decisions?
- What if I miss something important?
- Is this app secure and reliable?
- This feels like it could help others too

HEARS

- Use Google, but be careful – It can be misleading
- Doctors are busy: appointments take time
- AI in healthcare is risky but promising
- There are apps, but not all are accurate

SEES

- Complex health websites with medical jargon
- Apps that provide too little or too much information
- Charts without explanation
- Conflicting results from different platforms

FEELS (Pains)

Confused by too much or too little information

Anxious about health outcomes

Powerless without professional guidance

Worried about data privacy

GAINS (Needs)

- Clear, trustworthy health advice
- Easy-to-use interface
- Personalized insights
- Confidential and secure experience
- Suggestions on when to seek a doctor