

Ideation Phase

Empathize & Discover

Team Details

Date	30 June 2025
Team ID	LTVIP2025TMID33300
Project Name	HealthAI: Intelligent Healthcare Assistant Using IBM Granite
Maximum Marks	4 Marks

Empathy Map Canvas

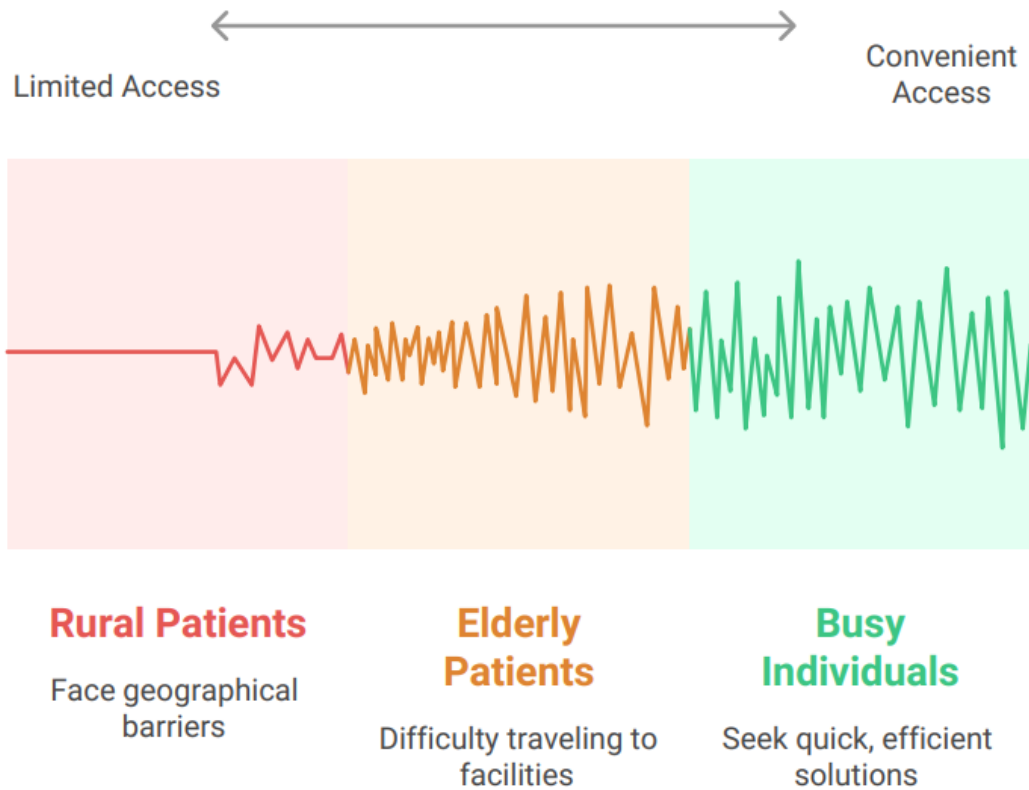
An empathy map is a simple yet powerful tool that visually captures insights into the behaviors, feelings, and attitudes of users. In the context of HealthAI, it helps the team better understand the emotional and practical needs of both patients and healthcare assistants.

By stepping into the shoes of the end user, the team can ensure that HealthAI is built around real-world needs, accessibility challenges, and trust gaps in online healthcare solutions.

User Persona

Asha – A 52-year-old woman from a rural village, struggling to access reliable health advice and fearful of online misinformation.

Dr. Nikhil – A general physician working in a government clinic in a semi-urban area, looking for AI tools that can assist in basic diagnosis and reduce patient overload.



Empathy Map Insights

SAYS	"I need trustworthy advice for my health problems." "Why is it so hard to use these apps?"
THINKS	""Is this AI giving me real answers or just guesses?" "What if someone misuses my health data?"
SEES	Complicated apps, pop-ups, and confusing options Overloaded doctors and long queues at hospitals.

HEARS	<p>From neighbors: “Don’t trust online tools, they’re fake.”</p> <p>From colleagues: “There’s too much info, it’s confusing.”</p>
DOES	<p>Searches symptoms online</p> <p>Visits local clinics or asks friends before trusting advice</p>
PAIN	<p>Hard-to-understand interfaces</p> <p>Fear of scams, privacy leaks, or AI errors</p> <p>Lack of verified, localized info</p>
GAIN	<p>Simple chatbot that answers clearly</p> <p>Privacy-first system</p> <p>Localized language options and trusted suggestions.</p>