Ideation Phase
Empathize & Discover

Date	25 March, 2025
Team ID	SWTID1743517106
Project Name	Medicare: Book a doctor
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 helps 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.

Book a Doctor – Empathy Map Canvas:

WHO are we empathizing with?
Patients who want to consult doctors for medical concerns but face inconvenience in traditional booking systems.

What do they need to DO?
They need to easily find a suitable doctor, book an appointment at their preferred time, and make hassle-free payments.

THINK

Will the doctor be available at my preferred time?

Is this doctor trustworthy?

I don't want to wait in long queues.

SEE

Sees long waiting lines in clinics

People struggling to get appointments

Complex hospital systems

EMPATHY MAP CANVAS

HEAR

Hears friends and family say:
"I booked a doctor online, it was easy!"

"There's a website for that now."

DOES

Complains about long wait times

Asks around for doctor recommendations

Tries to call clinics for bookings

PAINS
- Difficulty in reaching doctors
- Time wasted in queues
- Uncertainty about doctor availability
- Limited access in emergencies

GAINS
- Quick and easy appointment booking
- Transparent information about doctors and fees
- Payment flexibility
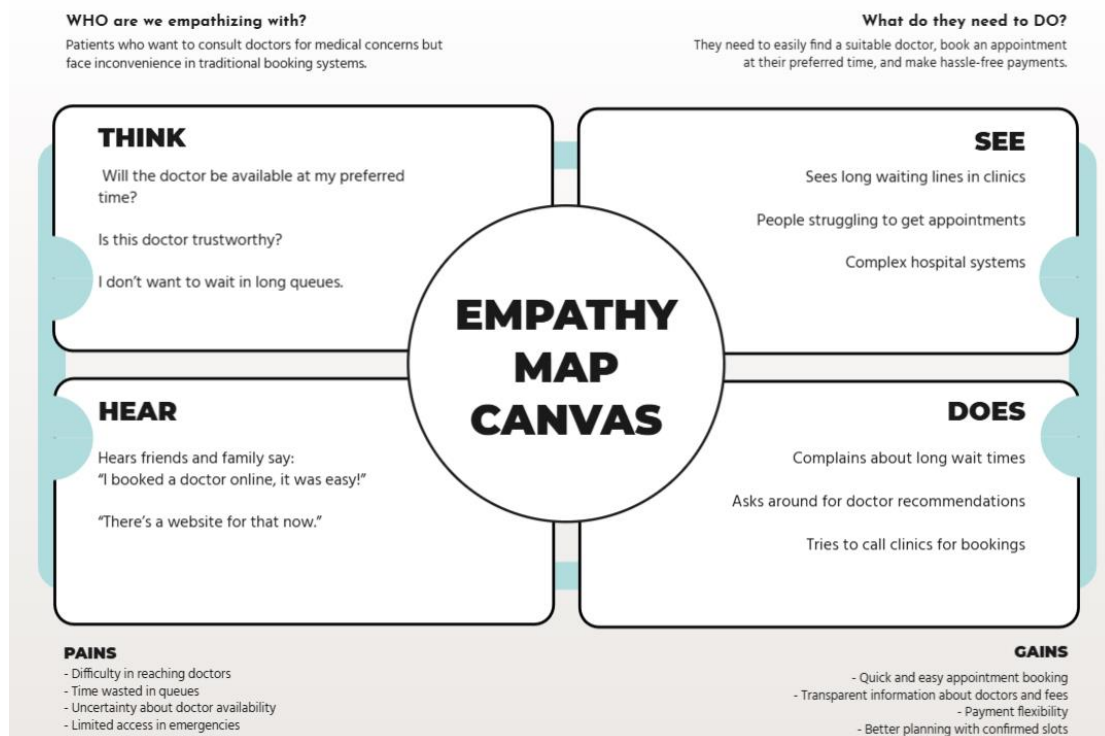- Better planning with confirmed slots

Fig. Empathy Map Canvas

THINK:

- "Will the doctor be available at my preferred time?"
- "Is this doctor trustworthy?"
- "I don't want to wait in long queues."

SEE:

- Sees long waiting lines in clinics
- People struggling to get appointments
- Complex hospital systems

HEAR:

- Hears friends and family say:
  - "I booked a doctor online, it was easy!"
  - "There's an app for that now."

DOES:

- Complains about long wait times
- Asks around for doctor recommendations
- Tries to call clinics for bookings