Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2025TMID38681
Project Name	hematovision: advanced blood cell classification using transfer learning
Maximum Marks	4 Marks

Health AI Map :

Data Processing

Data Cleaning – Removing duplicates, fixing errors

Data Normalization – Standardizing ranges (e.g., BP levels)

Feature Extraction – Selecting relevant variables (e.g., age, BMI, glucose)

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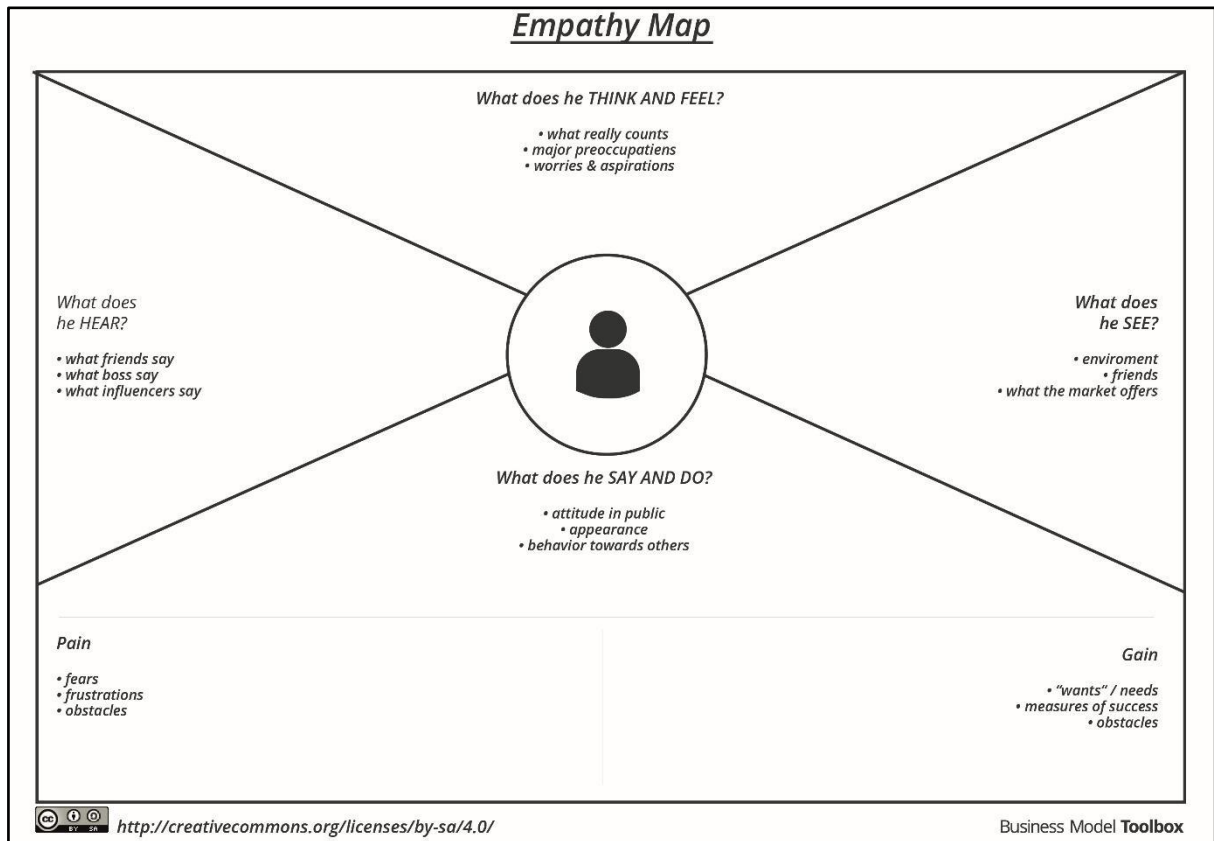
Example:

Empathy Map

What does he THINK AND FEEL?

- what really counts
- major preoccupatiens
- worries & aspirations

What does he HEAR?

- what friends say
- what boss say
- what influencers say

What does he SEE?

- enviroment
- friends
- what the market offers

What does he SAY AND DO?

- attitude in public
- appearance
- behavior towards others

Pain

- fears
- frustrations
- obstacles

Gain

- "wants" / needs
- measures of success
- obstacles

Business Model **Toolbox**

Example: Food Ordering & Delivery Application

Think & Feel

What this dish look like?

Annoying

Doesn't want frozen food

What should I eat today?

I'm hungry, but I don't have time to go downstairs

Why don't they provide card payment

Hear

There are many food selections

Don't forget to prepare your cash

It looks like......

See

Menu without food photos

Only cash payment option

Driver doesn't have enough changes

Only cash payment option

Say & Do

Go downstair to pick up food and pay the driver in cash

Spend 30 mins scolling and quit at the end

Looking for food that matches interest

I couldn't find food that I want

I don't have enough cash with me right now

Pain

Hard to find their food interests

Uncomfortable paying cash

Looking for food that matches interest

Gain

Comfortable

Accuracy