**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 19/05/2025 – 30/06/2025 |
| Team ID | LTVIP2025TMID31711 |
| Project Name | HealthAI: Intelligent Healthcare Assistant Using IBM Granite |
| Maximum Marks | 4 Marks |

**🧠 Empathy Map – HealthAI User**

**| 🧍‍♀️ User Persona: College student / working individual with limited access to healthcare**

**🗣️ Says**

* **“I don’t know if this is serious or not.”**
* **“I just want to understand what’s wrong without going to the doctor right away.”**
* **“Can I get help online quickly?”**
* **“I hope this is safe and accurate.”**

**🤔 Thinks**

* **“I’m scared this could be something serious.”**
* **“Will this app give me a trustworthy suggestion?”**
* **“What if it doesn’t understand my symptoms?”**
* **“I’m not comfortable sharing too much personal data.”**

**👀 Sees**

* **Long articles on Google with confusing medical jargon**
* **YouTube home remedies and fake cures**
* **HealthAI’s clean, easy-to-use chatbot interface**
* **Graphs and results that explain health trends clearly**

**🎧 Hears**

* **“Go see a doctor” (from family)**
* **“Just search it on Google” (from friends)**
* **“There are apps for this now” (from social media/ads)**
* **“AI is now helping with healthcare”**

**😟 Pains**

* **No easy access to a doctor**
* **Feels overwhelmed or anxious about symptoms**
* **Doesn’t understand complex medical language**
* **Wants answers now, not after an appointment**

**😊 Gains**

* **Immediate AI-based insights from Watsonx**
* **Understands condition in plain language**
* **Feels empowered and more in control**
* **Can track health trends without professional help**