

Ideation Phase

Empathize & Discover

Date	15 June 2025
Team ID	LTVIP2025TMID31732
Project Name	HealthAI
Maximum Marks	4 Marks

Empathy Map – HealthAI User (General Public)

Persona: A non-medical user trying to understand symptoms, seek basic medical advice, or analyze personal health data.

SAYS

- “I feel something is wrong, but I don’t know what it is.”
 - “I just want quick, accurate advice without visiting a clinic.”
 - “I Googled my symptoms but got scared and confused.”
 - “Is this something serious or can I manage it at home?”
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THINKS

- “What if this is a serious illness and I ignore it?”
 - “Will this AI tool actually understand my symptoms?”
 - “I don’t trust random websites anymore.”
 - “I wish I had a doctor friend to ask casually.”
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SEES

- Conflicting medical information online.
 - Ads and fake health news on social media.
 - Health dashboards with charts, but no real insight.
 - Complex apps with too much jargon.
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HEARS

- “You should see a doctor, just to be safe.”
 - “Try this remedy, it worked for me.”
 - “There are apps for that now!”
 - “Don't self-diagnose using Google.”
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PAINS

- Fear of misdiagnosis or missing something critical.
 - Lack of access to reliable medical advice.
 - Overwhelmed by technical or irrelevant content.
 - Not knowing how to interpret personal health data.
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GAINS

- Instant, AI-driven health answers to questions.
- Quick disease predictions and treatment outlines.

- Visual insights from health metrics (glucose, BP, etc.).
- Confidence in making early, informed decisions.