**Ideation Phase**

**Empathize & Discover**

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| Date | 31 January 2025 |
| Team ID | **LTVIP2025TMID35735** |
| Project Name | **Revolutionizing Liver Care : Predicting Liver Cirrhosis using Advanced Machine Learning Techniques** |
| 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.

**Empathy Map (Corporate Officer – Raj, Age 45)**

**Sees:**

Confusing blood test reports, health warnings online, busy dashboards.

**Hears:**

Doctor’s advice, family concerns, colleagues complaining about fatigue.

**Says:**

“I’ll check it later.”

“I’m just tired.”

“No time for hospital visits.”

**Thinks:**

“Is this serious?”

“I need a quick way to know what’s wrong.”

“I can’t let this affect my work.”

**Feels:**

Worried, guilty, stressed, afraid of hidden health risks.

**Does:**

Skips checkups, overworks, occasionally gets tests but ignores follow-ups.

**Needs:**

A quick, private, and reliable tool to assess liver risk from routine test data.

**Discover:**

Through this empathy exercise, we discover that Raj:

Wants clarity, not complexity — he values time-saving tools over technical details

Has health anxiety but tends to avoid action due to workload

Relies on corporate health checkups but doesn’t follow through

Would benefit greatly from a simple, accessible tool that explains his health status using already available test data

Prefers discreet, trustworthy information he can access on his own time