

Ideation Phase Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID59371
Project Name	HealthAI-Intelligent Healthcare Assistant Using IBM Granite
Maximum Marks	4 Marks

Empathy Map Canvas

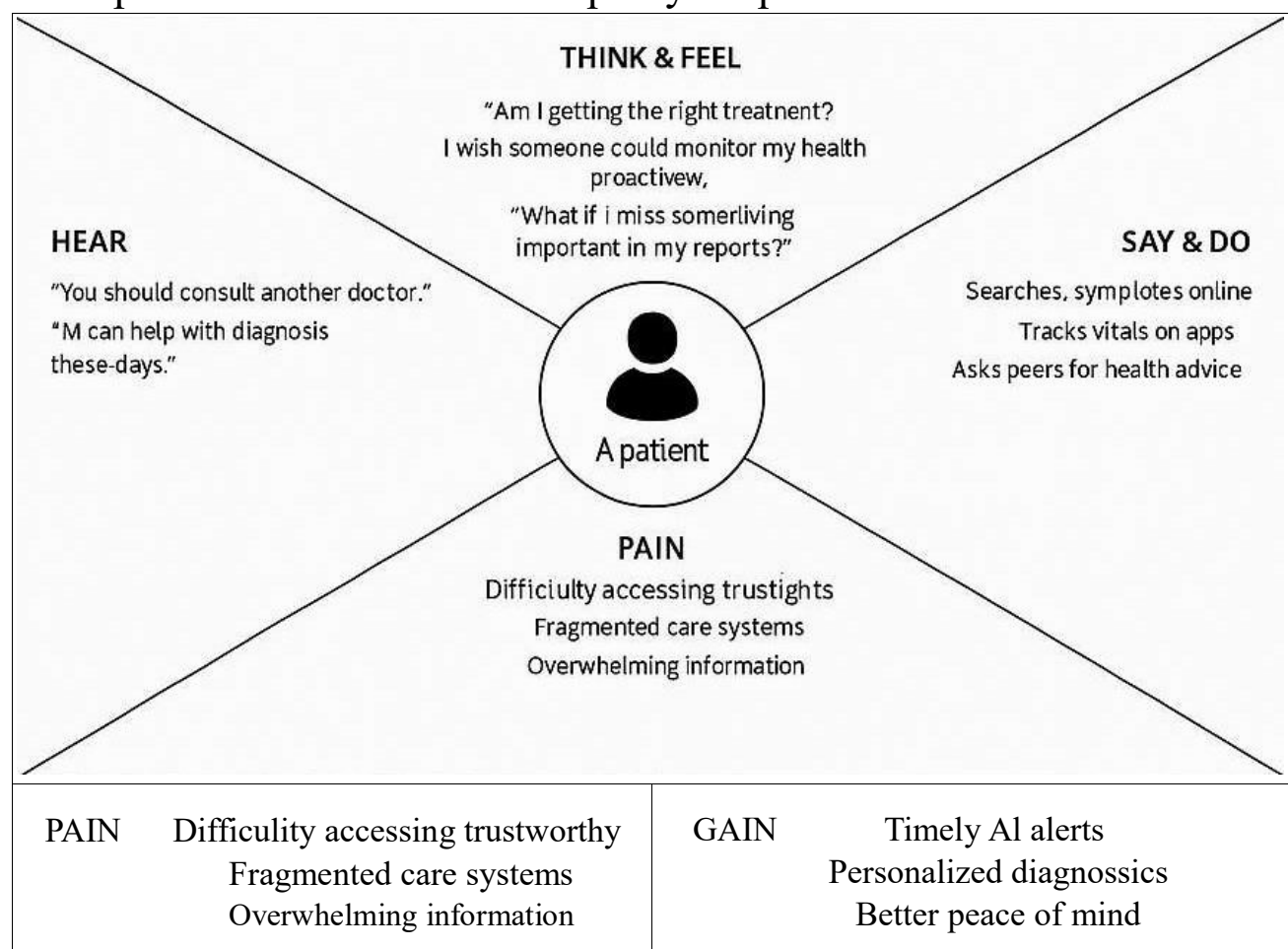
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is useful to helping teams understand their users.

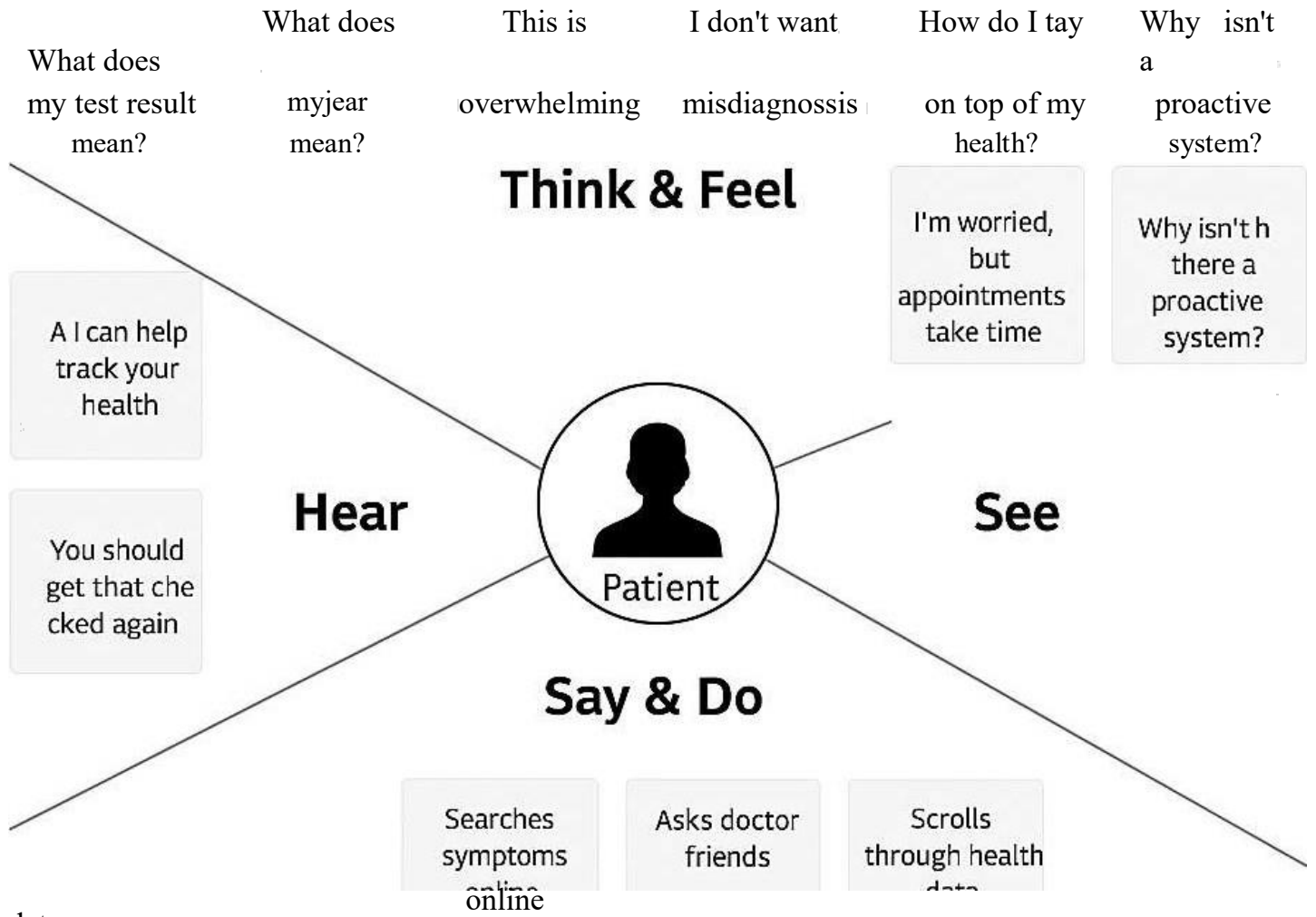
Creating an effective solution requires understanding the person who is experiencing it. Examine participants consider how participants consider user needs, highs, lows, goals, and challenges.

Example:

Empathy Map



Reference: <https://www.mural.co/templates/empathy-map-canvas>



data

Pain

Hard to understand medical data
Delay in critical alerts
Lack of personalized care
Too many platforms, no integration

Gain

Simplified health insights
AI flags issues early
Timely alerts and guidance
Confidence in managing health independently