Ideation Phase
Empathize & Discover

Date	31 January 2025
Team ID	LTVIP2026TMIDS81521
Project Name	SmartDoc Appointment System
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.
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Empathy Map

What does the user THINK AND FEEL?
- Want to easily book doctor appointments
- Desire quick and responsive system
- Concerned about health issues
- Prefer a user-friendly platform

What does the user HEAR?
- Feedback from doctors and patients
- Recommendations from other users
- Health advice from media

What does SEE?
- Complex manual appointment booking
- Inconsistent availability of doctors
- Long waiting times at clinics
- Mobile devices, laptops

What does the user SAY AND DO?
- I need a simpler way to book appointments
- Checking available doctors for a time slot
- Booking or rescheduling appointments
- Discussing symptoms with doctors

Pain
- Difficulty reaching doctors
- Uncertain doctor availability
- Need to remember appointment times
- Frustration with waiting at clinics

Gain
- Easy and fast booking
- Access to doctor availability
- Automatic reminders
- Efficient and organized system

SmartDoc Appointment System