Ideation Phase Empathize & Discover

| Date | 27 JUNE 2025 |
|---------------|----------------------------|
| Team ID | LTVIP2025TMID32366 |
| Project Name | |
| | Revolutionizing Liver Care |
| 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.

Example:

Empathy Map What does he THINK AND FEEL? what really counts major preoccupations worries & aspirations What does What does he HEAR? he SEE? what friends saywhat boss saywhat influencers say enviroment • friends • what the market offers What does he SAY AND DO? • attitude in public appearance behavior towards others Pain • fears • frustrations • obstacles "wants" / needs measures of success obstacles e 0 0 http://creativecommons.org/licenses/by-sa/4.0/ Business Model Toolbox

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

Example:

Emplhy Map

Thinks

Is this serious? What's going to happem next?

Feels

Anxious, stressed, confused, hopeful, and nervous



Says

What are my treatment choices?

Does

Searches for information about liver disease, online, looks to support groupt groups, and discusse with healthcare professionals