

## Ideation Phase

### Empathize & Discover

Date	27 JUNE 2025
Team ID	LTVIP2025TMID32366
Project Name	Revolutionizing Liver Care
Maximum Marks	4 Marks

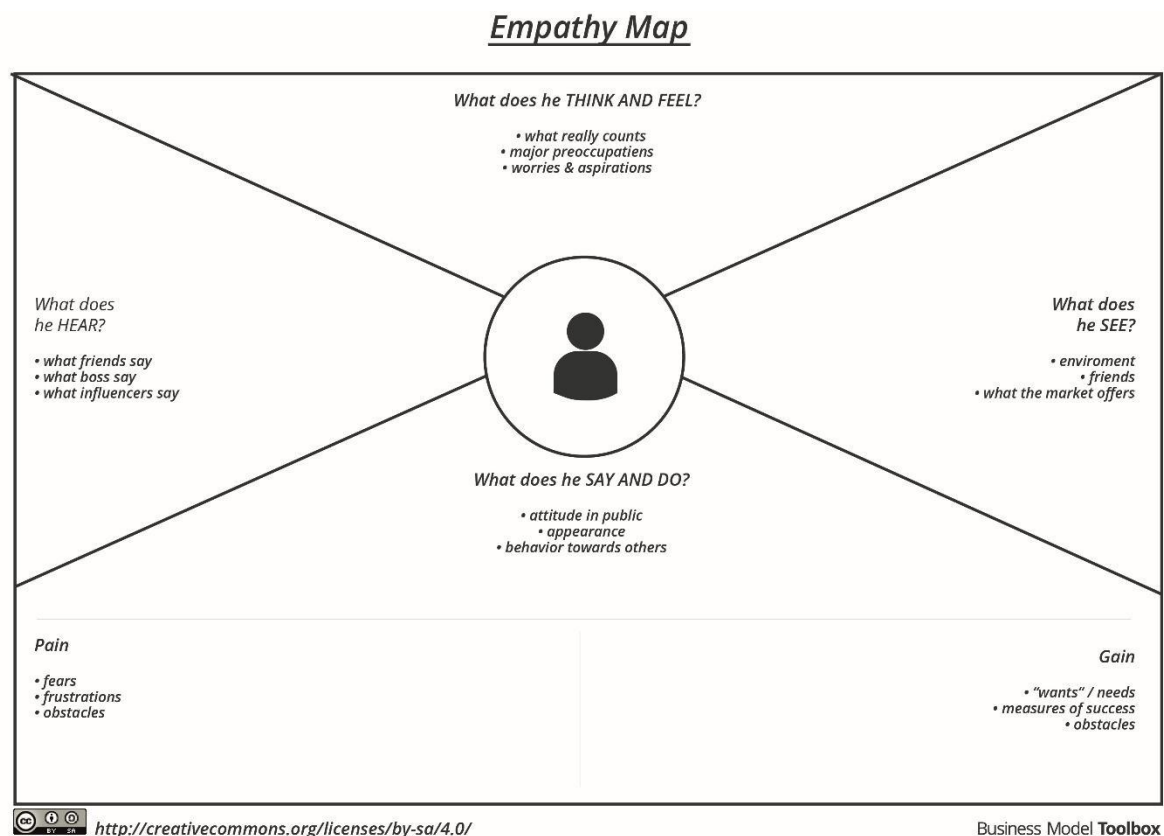
#### Empathy Map Canvas:

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 help 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:



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