

Ideation Phase

Empathize & Discover

Date	24 June 2025
Team ID	LTVIP2025TMID35409
Project Name	HematoVision: Advanced Blood Cell Classification Using Transfer Learning
Maximum Marks	4 Marks

Empathy Map Canvas:

Target User: Patient (individual using HematoVision for blood cell analysis)

1. Says

- "I want a quick way to analyze my blood reports without visiting a lab."
- "I need to know what kind of blood cell disorder I might have."
- "I'm worried about the accuracy of automated systems."

2. Thinks

- "Will this system be accurate enough?"
- "Is my data safe and confidential?"
- "Can I use this without needing medical knowledge?"

3. Does

- Uploads blood smear images through phone or desktop.
- Checks the result on the dashboard.
- Shares reports with doctors if needed.

4. Feels

- Anxious about health condition.

- Hopeful for quick diagnosis.
- Relieved if the system is easy to use and gives clear results.

5. Pains

- Lack of access to diagnostic centers.
- Long waiting times for lab results.
- Expensive tests and medical appointments.

6. Gains

- Fast, automated preliminary analysis.
- Accessible from remote locations.
- Easy-to-understand results with minimal medical knowledge.