

## **Empathy Map Canvas (Male User – Health AI Project)**

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Project Name: HealthAI – IBM Granite-Powered Medical Assistant

### **What does he hear?**

- - Recommendations from friends or family to use health apps
- - Doctor's advice about monitoring health regularly
- - News about increasing diseases and importance of early diagnosis
- - Health-related updates on social media

### **What does he see?**

- - Busy lifestyle affecting his health
- - Other people using health tracking apps
- - Ads for fitness wearable and health solutions
- - Lack of nearby quality healthcare facilities

### **What does he say and do?**

- - "I want to stay healthy, but I don't have time."
- - Looks up symptoms online
- - Occasionally visits a doctor when symptoms worsen
- - Tries to eat healthy and track basic fitness but finds it inconsistent

### **What does he think and feel?**

- - Worried about undetected health issues
- - Frustrated with long hospital queues or poor healthcare access
- - Feels guilty for not prioritizing health
- - Desires a smart, reliable health assistant for quick help

### **Pain Points (Pains)**

- - Lack of immediate access to verified health info
- - Uncertainty in self-diagnosing
- - High cost of medical consultations
- - Difficulty maintaining regular health checkups

### **Goals (Gains)**

- - Want quick access to reliable health advice
- - Hopes for a preventive healthcare system
- - Desires personalized and easy-to-use tools for tracking health

- - Expects a system that reminds and motivates healthy habits