# 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