

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID21113
Project Name	Analytics for Hospitals' Health-Care Data
Maximum Marks	4 Marks

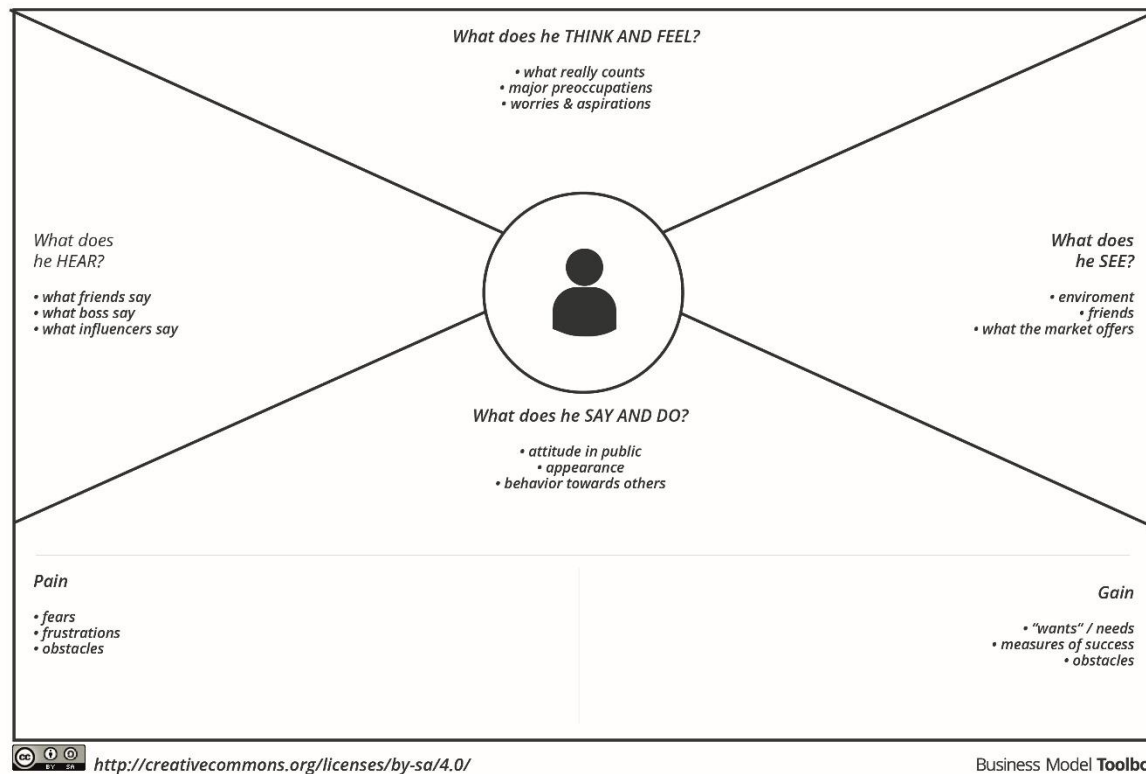
Empathy Map Canvas:

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:

Empathy Map



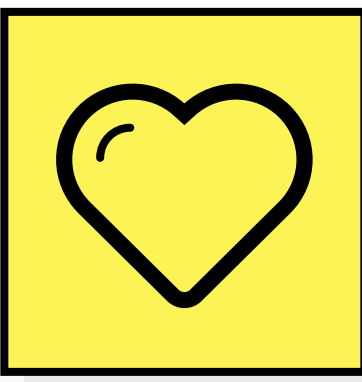
Reference: <https://www.mural.co/templates/empathy-map-canvas>

Analytics For Hospitals' Health-Care Data:



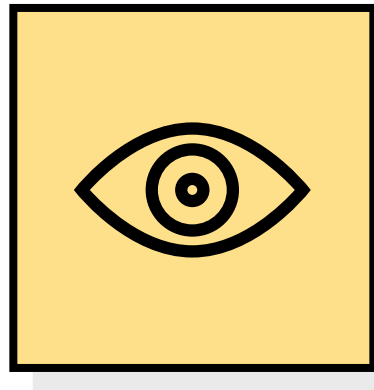
What do they HEAR?

What Friends say
What Boss say
What Influencers say

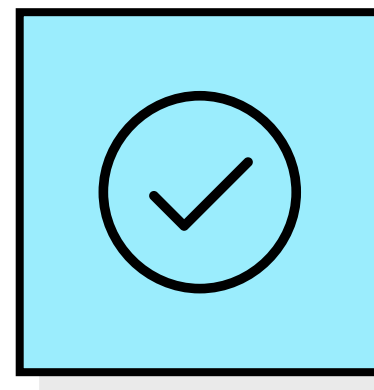


What do they THINK and FEEL?

What really counts major preoccupations
worries & aspirations



What do they SEE?
Environment, Friends
What the market offers



What do they SAY AND DO?

Attitude in public appearance and
behaviour towards and others

