

Ideation Phase

Empathize & Discover

Date	06 October 2022
Team ID	PNT2022TMID22855
Project Name	Project-Analytics For Hospital Health-Care Data
Maximum Marks	4 Marks

Empathy Map Canvas:

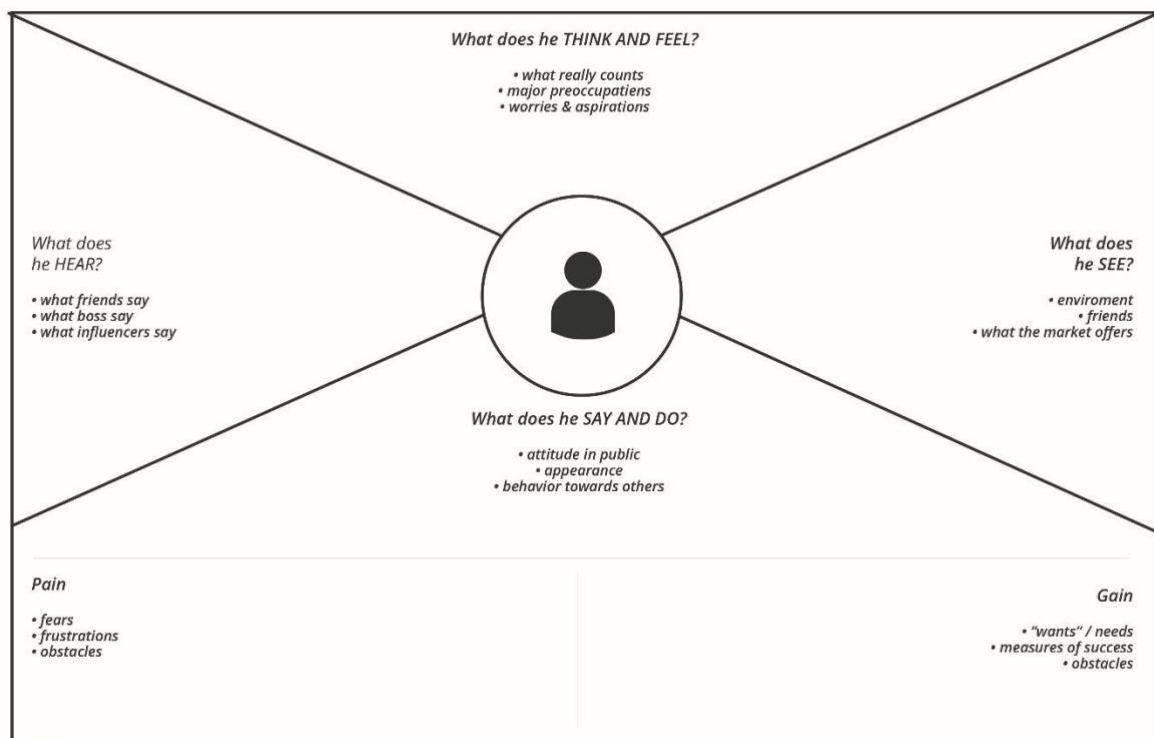
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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



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Business Model **Toolbox**

SAY

what do they say ?

What have we heard them say?
What can we imagine them saying?

more
accurate
health of
patients

safety
measures



Efficient
Usage of
resources

THINK

what do they think?

What are their wants, needs,
hopes, and dreams?
What other thoughts might influence their behavior?

Helpful

Innovative



Effective
and Quick
Recovery

it is easier to
view details
of the
patients in
the hospital

ANALYTICS FOR HOSPITAL'S HEALTH- CARE DATA

DOES

Availability
of required
Medications
in Advance

proper
response



Easy to
Attend
Patients on
Time

what do they does?

What behavior have we observed?
What can we imagine them doing?

FEELS

immediate
response

Excited



clarity of
treatment

what do they Feels?

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

PAIN

fears
frustrations
obstacles

Requires
Huge
Storage
Space

Changes Of
Security
Breach

Less details
of hospitals
were
available

GAIN

wants/needs
measures of success
obstacles

Reducing
Medical
Errors

Improves
Patient
Disease
monitoring

Effective
use of
hospital
resources