


Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID01342
Project Name	Analytics for Hospitals Health-Care Data
Maximum Marks	4 Marks

Empathy Map Canvas:

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Empathy Map Canvas

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
behavior towards others



What do they HEAR?

what friends say
what boss say
what influencers say

PAIN

fears
frustrations
obstacles

Lack of beds in hospital

Lack of treatment facilities

Limited appointment availability

GAIN

"wants" / needs
measures of success
obstacles

Clear knowledge on the availability of the resources

Enhanced experience

Improved diagnostics