Ideation Phase Empathize & Discover

Date	28 Jun 2025
Team ID	LTVIP2025TMID60884
Project Name	Revolutionizing Liver Care: Predicting liver
	cirrhosis using Advanced Machine Learning
	Techniques
Maximum Marks	4 Marks

Empathy Map: Revolutionizing Liver Care

An empathy map is a simple, easy-to-digest visual that captures knowledge about a patient's behaviours, experiences, and attitudes. It is a powerful tool to help care teams, researchers, and innovators better understand the people they aim to serve—in this case, individuals managing liver health or liver disease.

Creating an effective healthcare solution requires a deep understanding of the real problems patients face and how they feel, think, act, and react to their condition and care. The exercise of creating an empathy map encourages participants to view the world through the patient's eyes, including their emotions, pain points, motivations, and support needs.

Empathy Map Example: Revolutionizing Liver Care

User:

Ravi, 52 years old, diagnosed with early-stage liver cirrhosis, lives in a semi-urban area.

Empathy Map

What do supporters think/feel? What do supporters see? Inner workings of their mind View of their environment • What is really important to them? What does it look like? What drives them? Who surrounds them? Who are their friends? What worries them? What causes are they exposed to? Describe their aspirations What problems do they encounter? Supporters What do supporters listen to? What do supporters say/do? Influence of the environment Behavior in public What is their attitude? What do friends or family say? • Who influences them and how? • What could they be telling others? What communication channels Are there conflicts between what are influential? they say/do and truly think/feel? What is the supporter's pain? What is the supporter's gain? What are their frustrations? What do they truly want? What obstacles are there? How do they measure impact? What gives them apathy? What gives them passion?

How This Helps:

Using this empathy map allows teams to design more patient-centric liver care solutions, such as:

Personalized medication and appointment reminders.

Easy-to-understand health reports and progress tracking.

Access to virtual support and nutrition guidance.

Empathetic communication channels with healthcare providers.

Empathy Map

