

## Ideation Phase

### Empathize & Discover

Date	31 January 2026
Team ID	LTVIP2026TMIDS77693
Project Name	Heart Disease Analysis
Maximum Marks	4 Marks

#### **Empathy Map Canvas:**

An empathy map is a simple visual tool that captures users' behaviors, needs, and concerns related to heart disease. It helps the team understand how patients, healthcare professionals, and decision-makers perceive health risks and medical data.

In this project, the empathy map is used to understand users who want clear insights into heart disease risk factors but struggle with complex and scattered health information. By considering users' goals, challenges, and emotions, the team can design meaningful Tableau dashboards that present health data clearly, support early detection, and enable better healthcare decisions.

#### Empathy map

##### Empathy Map – Empathy Map – Heart Disease

