Ideation Phase
Empathize&Discover

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TeamID	LTVIP2025TMID43759
ProjectName	Hematovision : Blood Cell Classification using Transfer Learning
MaximumMarks	4Marks

EmpathyMapCanvas:

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 helps 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:

HematoVision – Empathy Map & Value Proposition Canvas

What do they THINK and FEEL?

- Worried about missing abnormal cells that might indicate ledlennia or infectione
- Concerned about workload and fatigue causing misdiagnosis
- Feel pressure to deliver fast, accurate reports to doctors and patients
- Think about keeping lab processes efficient and modern
- Frustrated by repetitive manual microscopy work

What do they SEE?

- Microscopic images of various blood cells
- Large volumes of patient samples to analyz daily
- Frrors creeping into manual reports du to human fatigue
- Pressure to infegrate Al solutions but wary of complexity
- Ads orconferences about new digital pathology tools

What do they HEAR?

- Recommendations to adopt Al for diagnostics
- Feedback from collsagues about how new fools save time
- News of labs improving accuracy with digital solutions
- Pationt complaints about delays io/idiagnosis
- Vendors offering Al products

What do they SAY and DO?

- Talk about workload pressure in the lab
- Complain about time-consuming manual cell counting
- Seek software that simplities reporting
- Share experiences about using new lab technolo-gies
- Worries about errors manually when uncertain

GOALS (Wants/Needs)

- Quickly and accurately classify bloood cell types
- Reduce misdiagnosis risks for conditions like leukemia
- Integrate easily with existing lab workflow

PAINS (Challenges)

- Difficulty in distinguishing similar–looking cell types
- Fear of adopting complex new technologies
- Lack of budget for expensive digital pathology