Ideation Phase Empathize&Discover

Date	26JUNE2025
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?

O Worried about missing abnormal cells that might indicate ledlennia or infectione

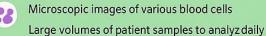
Concerned about workload and fatigue causing misdiagnosis

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?



Frrors creeping into manual reports du to human fatigue

Pressure to infegrate Al solutions but wary of complexity

Ads or conferences about new digital pathology tools

What do they HEAR?



Recommendations to adopt Al for diagnostics

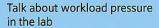
Feedback from collsagues about how new fools save time

News of labs improving accuracy with digital solutions

Pationt complaints about delays io/idiagnosis

Vendors offering Al products

What do they SAY and DO?





Complain about time-consuming manual cell counting



Seek software that simplities reporting



Share experiences about using new lab technologies

Worries about errors manually when uncertain

GOALS (Wants/Needs)



Quickly and accurately classify bloood cell types
Reduce misdiagnos's risks for conditions like leukemia
Integrate easily with existing lab workflow

PAINS (Challenges)



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