📝 Empathy Map Canvas Overview

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 help 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 their goals and challenges.

👤 Target User: Patient looking to book a doctor's appointment

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🧠 THINKS

- "I hope the doctor is available today."

- "I don't want to wait for hours."

- "Is this clinic trustworthy?"

- "Will I get a confirmation after booking?"

👀 SEES

- Long queues and crowded hospitals

- Confusing clinic websites or outdated contact info

- Posters about appointment timings (not always accurate)

- Others waiting or leaving frustrated

🗣️ SAYS

- "Why can't I just book this online?"

- "I've been calling for an hour!"

- "There should be an easier way to check availability."

👂 HEARS

- Friends or family saying the clinic is always busy

- Receptionists saying "please call later"

- Others complaining about long waits or cancelled appointments

💬 PAINS

- No clear way to know real-time doctor availability

- Missed appointments due to miscommunication

- Anxiety over long wait times

- No reminders or follow-up notifications

🎯 GAINS

- Easy and fast appointment booking system

- Confirmation and reminders via SMS/email

- Ability to view and reschedule appointments

- Less crowd and shorter wait times at clinics