

Ideation Phase

Empathize & Discover

Team Details

Date	27 June 2025
Team ID	LTVIP2025TMID58589
Project Name	Docspot: Seamless Appointment Booking For Health
Maximum Marks	2 Marks

Empathy Map Canvas

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. This exercise helps participants consider things from the user's perspective along with their goals and challenges.

User Personas

❖ Profile:

- **Name:** Emma
- **Occupation:** Marketing Executive at a multinational company
- **Age:** 30
- **Lifestyle:** Very busy; works 9–6 on weekdays, often travels for work, values convenience and time efficiency.

User Goals

- Emma needs a **hassle-free way to book doctor appointments** that fit into her tight schedule.
- She prefers **online booking** over calling clinics, and wants to avoid **long waiting times** at hospitals.
- She wants **instant confirmation, automatic reminders, and access to doctor profiles** to make informed decisions.
- Her goal is to get **quality medical care** with **minimal disruption** to her workday.

Challenges and Pain Points

- Often finds it hard to know which doctor is available and **when**.
- Worries about **booking with inexperienced or poorly reviewed doctors**.
- Gets frustrated by **cancelled appointments or clinics that don't send reminders**.
- Doesn't want to **repeat her health history** every time she visits a new doctor.

Empathy Map Canvas:

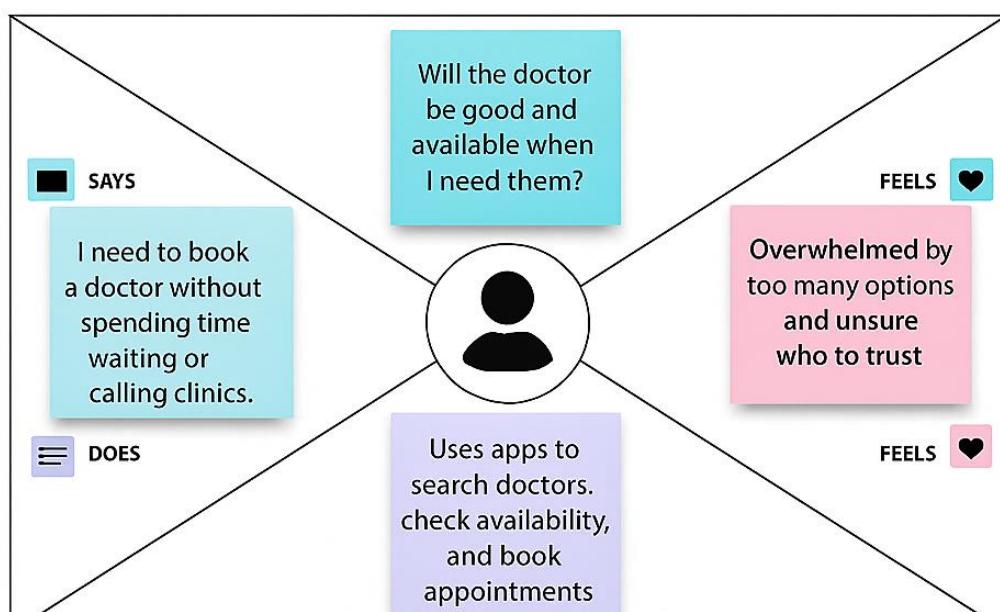
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

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 his or her goals and challenges.

Example:

Empathy Map



Empathy Map Insights

SAYS	<p><i>Emma:</i> I need to see a doctor urgently but don't want to wait in long queues.</p> <p><i>Dr. John:</i> I wish I had fewer no-shows and better-managed appointments."</p>
THINKS	<p><i>Emma:</i> Will I get a slot that fits my schedule? Is this clinic trustworthy and hygienic?</p> <p><i>Dr. John:</i> Will the patient come on time?</p>
SEES	<p><i>Emma:</i> Crowded clinics, confusing websites, and unclear consultation fees.</p> <p><i>Dr. John:</i> Incomplete patient records, double bookings, or last-minute cancellations.</p>
HEARS	<p><i>Emma:</i> Book early; slots fill up quickly.</p> <p><i>Dr. John:</i> Patients didn't receive reminders.</p>
DOES	<p><i>Emma:</i> Searches online for nearby doctors.</p> <p><i>Dr. John:</i> Sets available slots in system.</p>
PAIN	<p><i>Emma:</i> Booking confusion or unavailability. Long wait times.</p> <p><i>Dr. John:</i> Missed appointments. Inefficient manual records.</p>
GAIN	<p><i>Emma:</i> Instant online booking with confirmed slots.</p> <p><i>Dr. John:</i> Structured schedule and reduced no-shows</p>