**Ideation Phase**

**Empathize & Discover**

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| --- | --- |
| Date | 24 June 2025 |
| Team ID | LTVIP2025TMID33537 |
| Project Name | HealthAI: Intelligent Healthcare Assistant Using IBM Granite Model |
| Maximum Marks | 4 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 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:**

Diagram

Description automatically generated

Reference: <https://www.mural.co/templates/empathy-map-canvas>

**Example: HealthAI**

| **Empathy Stage** | **Insights for HealthAI Users** |
| --- | --- |
| Think & Feel | Worried about their symptoms, unsure what to trust |
| See | Inconsistent online health information |
| Hear | Conflicting advice from social circles and media |
| Say & Do | Searches online, delays doctor visits, self-medicates |
| Pains | Wasted time, misinformation, anxiety |
| Gains | Wants instant, accurate, AI-powered advice |