

Ideation Phase

Empathize & Discover

Date	29 June 2025
Team ID	LTVIP2025TMID38848
Project Name	cleantech: transforming waste management with transfer learning
Maximum Marks	4 Marks

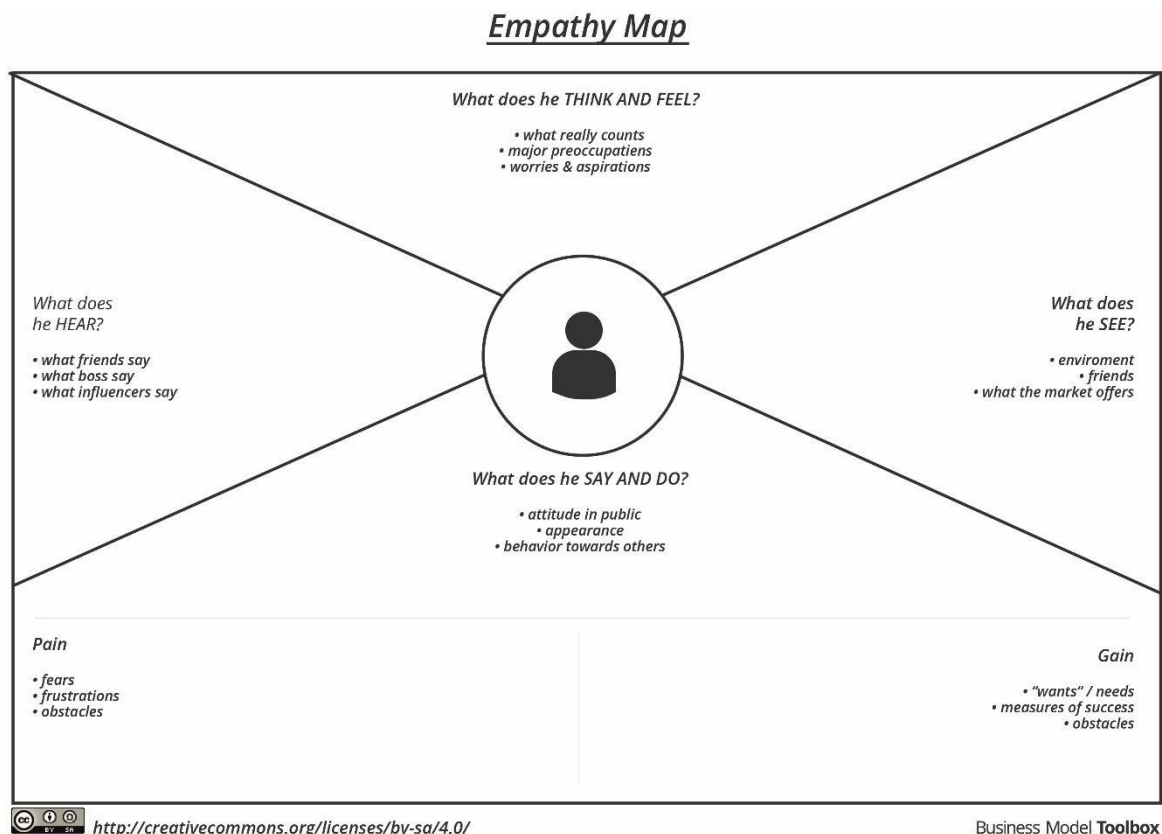
Empathy Map Canvas:

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 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:



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


Example: Food Ordering & Delivery Application

Template



Empathy map canvas

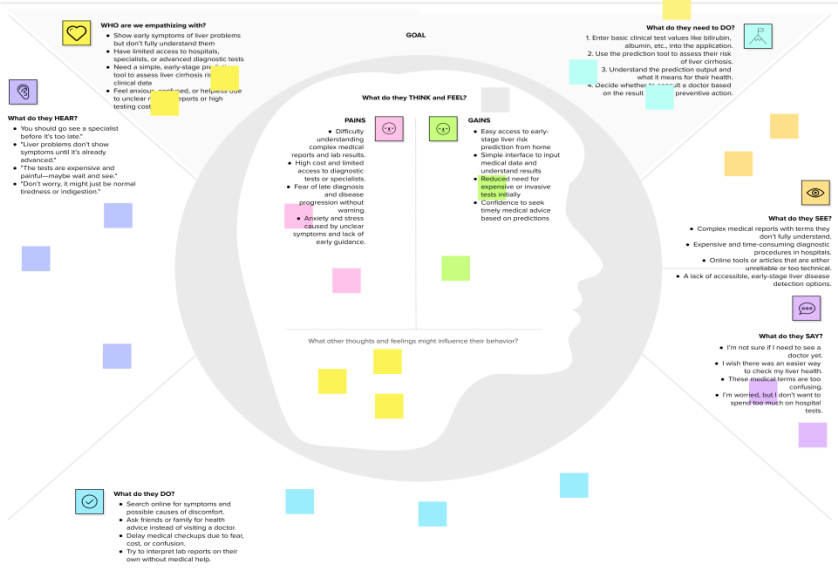
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Steve Gray at 

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Develop shared understanding and empathy

To develop shared understanding and empathy, we focus on the user's real struggles—fear of late diagnosis, confusion with medical terms, and lack of affordable early screening. By recognizing these challenges, our liver cirrhosis prediction system aims to provide a simple, accessible, and reliable tool that helps users make informed health decisions with confidence.



The diagram is a large circle representing a person's head, divided into sections for different types of information. The sections are:
- **GOAL** (top): What they need to DO?
- **THINK and FEEL** (center): What do they THINK and FEEL?
- **DO** (bottom): What do they DO?
- **HEAR** (left): What do they HEAR?
- **SEE** (right): What do they SEE?
- **SAID** (bottom right): What do they SAY?
The central section is further divided into **PAINS** and **GAINS**. The diagram is surrounded by a grid of colored squares (yellow, blue, green, red) representing data points or observations.

GOAL

What they need to DO?

1. Enter basic clinical test values like bilirubin, albumin, etc., into the application.
2. Use the prediction tool to assess their risk of liver cirrhosis.
3. Understand the prediction output and what it means for their health.
4. Decide whether it's a doctor based on the result.

THINK and FEEL

What do they THINK and FEEL?

PAINS

- Difficulty understanding complex medical reports and lab results.
- High cost and limited access to diagnostic tests or specialists.
- Fear of late diagnosis and disease progression without warning.
- Anxiety and stress caused by unclear symptoms and lack of early guidance.

GAINS

- Easy access to early-stage liver risk prediction from home.
- Simple interface to input medical data and understand results.
- Reduced need for expensive or invasive tests (if any).
- Confidence to seek timely medical advice based on predictions.

DO

What do they DO?

- Search online for symptoms and possible causes of discomfort.
- Ask friends or family for health advice instead of visiting a doctor.
- Delay medical checkups due to fear, cost, or confusion.
- Try to interpret lab reports on their own without medical help.

HEAR

What do they HEAR?

- "You should go see a specialist before it's too late."
- "Liver problems don't show symptoms until it's already advanced."
- "The tests are expensive and painful—maybe wait and see..."
- "Don't worry, it might just be normal tiredness or indigestion."

SEE

What do they SEE?


- Complex medical reports with terms they don't fully understand.
- Expensive and time-consuming diagnostic procedures in hospitals.
- Online tools or articles that are either unreliable or too technical.
- A lack of accessible, early-stage liver disease detection options.

SAID

What do they SAY?

- "I'm not sure if I need to see a doctor yet."
- "I wish there was an easier way to check my liver health."
- "Those medical terms are too confusing."
- "I'm worried, but I don't want to spend too much on hospital tests."

What other thoughts and feelings might influence their behavior?



Need some inspiration?

See a visual version of this template to kickstart your ideas.

[Open example](#)

