Ideation Phase
Empathize & Discover

Date	21 June 2025
Team ID	LTVIP2025TMID58986
Project Name	**DocSpot:** Seamless Appointment Booking for Health
Maximum Marks	4 Marks

Empathy Map Canvas:

An Empathy Map Canvas is a visual tool used to understand users better. It helps teams see the product or service through the user's eyes by exploring:

- What the user thinks

- What the user feels

- What the user says

- What the user does

This approach uncovers key insights about the user's experiences, motivations, and pain points.

Why Use an Empathy Map?

- To gain deeper user understanding beyond just facts or numbers.

- To identify real needs, frustrations, and goals of the user.

- To encourage team empathy—the core of user-centered design.

How It Supports Problem-Solving

Before designing any solution, it's important to understand who you're helping and what they truly need.

Using an Empathy Map helps:

- Understand the user's mindset and emotions.

- Discover real problems and user pain points.

- Avoid false assumptions about user behaviour.

- Align the team with a shared understanding of the user.

- Design more relevant, user-focused solutions.

- Identify opportunities for improvement in the user experience.

Example:

Reference: https://www.mural.co/templates/empathy-map-canvas
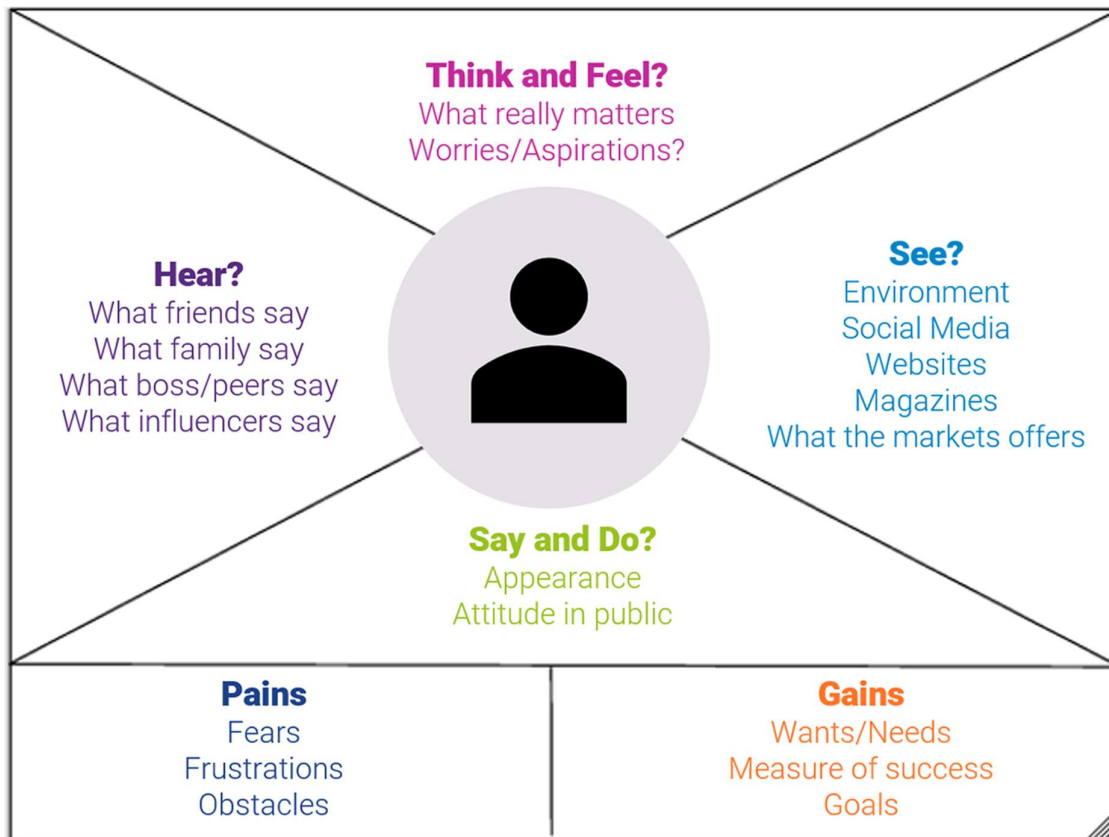
Example: LearnHub

This empathy map illustrates the thoughts, feelings, behaviors, and expressions of a healthconscious persona. It provides a structured understanding of user concerns related to fitness and healthy eating.

Says:

"It's too hard to find healthy options when eating out."

Thinks:

"Am I exercising enough compared to my peers?"

Does:

Uses a fitness tracker daily.

Feels:

Frustrated with my lack of progress.

Says
What have we heard them say?

It's too hard to find healthy options when eating out.

What are their wants, needs, hopes, and dreams?
What other hroughts might influence thebaviori?

Am I exercising enough compared to my peers?

Persona's name

Uses a fitness tracker daily

Frustrated with my lack of progress

Does
In the behavior have webserved?
What can we imagine them doing?

Feels
What are their tears, hustrations, and anties-of
What other feelings might influence their behavior?