

Ideation Phase

Empathize & Discover

Date	27 March 2025
Team ID	SWTID1743701170
Project Name	Book A Doc
Maximum Marks	4 Marks

Empathy Map Canvas (Target User: Patient)

SAYS

- "I just want to book an appointment quickly."
 - "Why do I have to call or visit just to check if a doctor is available?"
 - "I need reminders for my upcoming appointments."
 - "It should be easy and fast, like ordering food online."
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THINKS

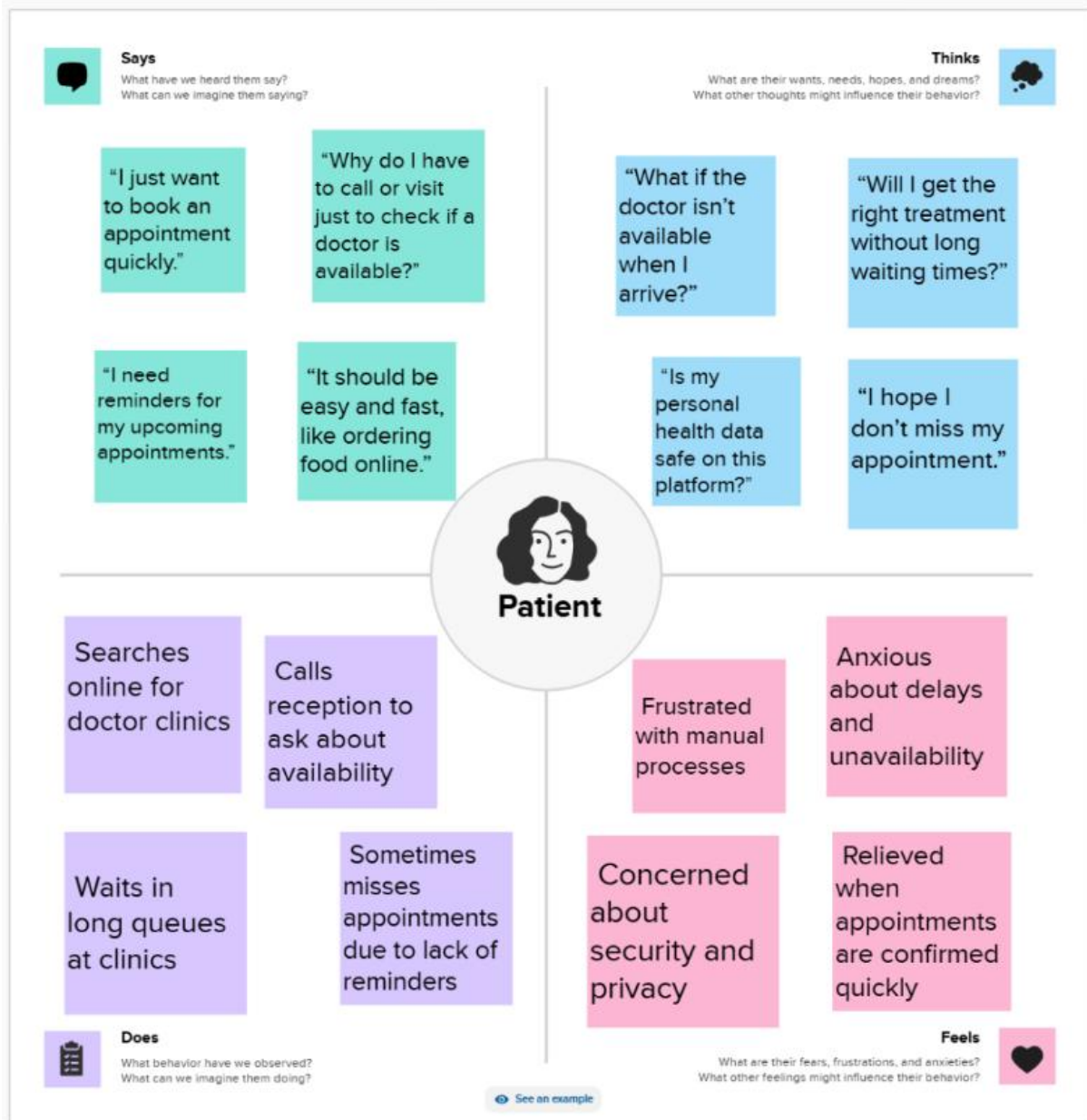
- "What if the doctor isn't available when I arrive?"
 - "Will I get the right treatment without long waiting times?"
 - "Is my personal health data safe on this platform?"
 - "I hope I don't miss my appointment."
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DOES

- Searches online for doctor clinics
 - Calls reception to ask about availability
 - Waits in long queues at clinics
 - Sometimes misses appointments due to lack of reminders
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FEELS

- Frustrated with manual processes
- Anxious about delays and unavailability
- Concerned about security and privacy
- Relieved when appointments are confirmed quickly



Reference:

<https://app.mural.co/t/smartbrirdgemernproject5261/m/smartbrirdgemernproject5261/1744448576247/d705bad509b1717b0cf8951df6c910312e56d83e?sender=u2a4916cc5bc9c1dbe59a8735>