Ideation Phase
Empathize & Discover

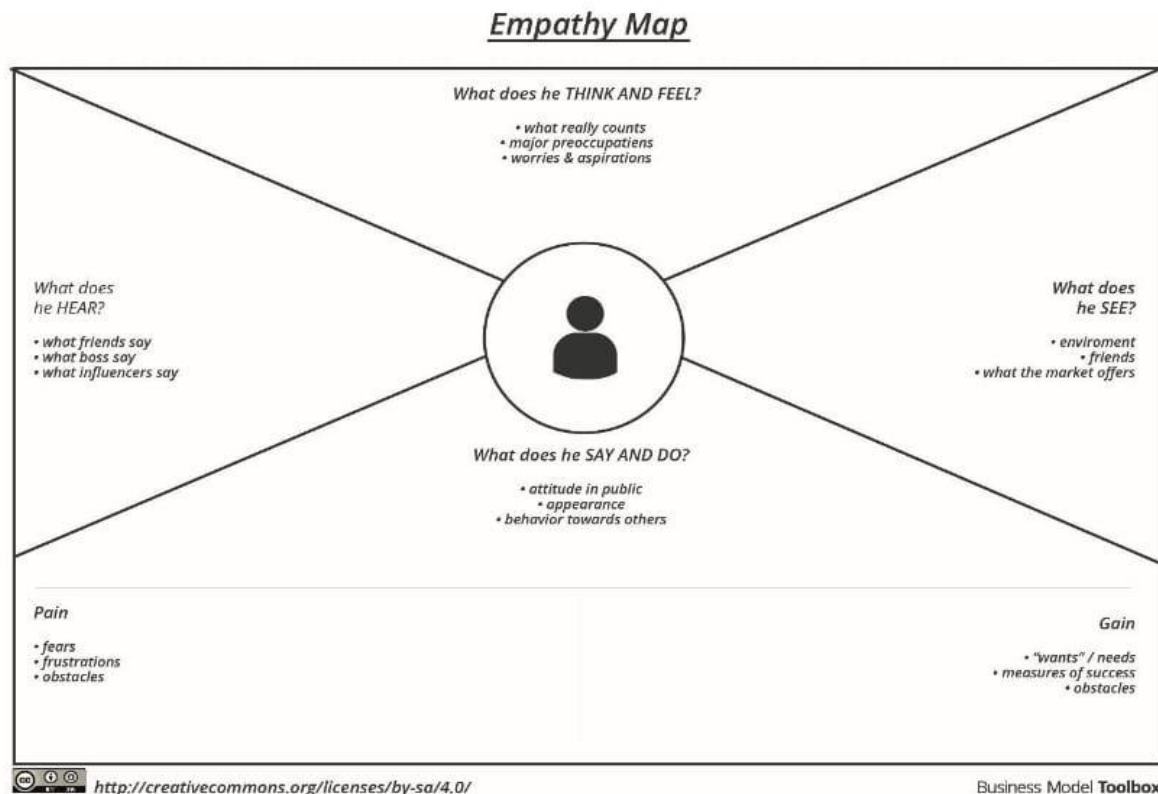| Date	27 June 2025
Team ID	LTVIP2025TMID59196
Project Name	HealthAI-IntelligentHealthcare Assistant
Maximum Marks	4 Marks

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:

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Thinks	Feels
I need quick answers to health doubts	Worried about health symptoms.
Is it serious or not?	Confused due to too much information online.

Says	Does
I feel unwell, but I don't know what it could be.	Searches symptoms online
I wish I could ask someone without going to the hospital immediately.	Uses mobile phone to look for answers.
I need a quick idea of what to do."	Enters symptoms in health apps or talks to friends for advice.

Pains	Gains
No easy access to doctors.	Can ask health questions anytime.
Too many confusing answers on the internet.	Gets early idea of condition and basic suggestions.
Fear of getting wrong information.	Simple AI answers in easy-to-understand language.