Ideation Phase
Empathize & Discover

Date	31 Jan 2026
Team ID	LTVIP2026TMIDS61540
Project Name	Heart Disease Analysis
Maximum Marks	4 Marks

Empathy Map Canvas: Empathy Map Canvas

An Empathy Map is used to develop a deeper understanding of the end users by capturing their needs, behaviors, expectations, and challenges. In the **Heart Disease Analysis** project, the solution is designed for three primary user groups:

Healthcare Professionals (Doctors & Hospitals)

Government & Public Health Organizations

Individuals / Patients

Example: Cardiologist

Empathy Map — Heart Disease Risk Analysis Dashboard

User: Cardiologist / Healthcare Analyst

👓 THINK & FEEL
- "I need accurate and fast insights."
- Concern about rising heart disease cases
- Wants reliable, easy-to-use system
- Feels pressure to make quick decisions

👂 HEAR
- Hospital management wants early risk detection

🔍 SEE
- Large volumes of patient health data
- Dashboards with risk indicators
- Visual charts for cholesterol, BP, BMI, glucose

Hear

See

➡ SEE
- Large volumes of patient health data
- Dashboards with risk indica-
- Visual charts for cholesterol, BP, BMI, glucose

Say & Do

🫀 PAIN
- Time-consuming manual analysis
- Hard to detect hidden patterns
- Data scattered in multiple sources
- Limited time for decision making

Say & Do
- Analyze patient history
- Compare clinical parameters
- Visual charts for cholesterol, BP, BMI, glucose

✳ PAIN
- Time-consuming manual analysis
- Hard to detect hidden patterns
- Data scattered in multiple sources

🌟 GAIN
- Early heart disease prediction
- Quick and clear visual insights
- Better treatment planning
- Improved patient communication