

Ideation Phase
Empathize & Discover

Date	18-05-2023
Team ID	NM2023TMID14637
Project Name	ODIR: Seeing The Big Picture For Eye Health
Maximum Marks	4 Marks

Empathy Map Canvas for ODIR: Seeing The Big Picture For Eye Health:

1. Think and Feel:

- Patients: Fearful of losing their vision or experiencing complications from eye diseases.
- Caregivers: Concerned about the well-being and quality of life of their loved ones.
- Ophthalmologists: Driven by a desire to provide the best possible care and improve patients' eye health.
- Researchers: Motivated to find innovative solutions and advancements in ocular disease detection and treatment.

2. See:

- Patients: Visualize a future where their eye health is preserved and their vision is clear and vibrant.
- Caregivers: Observe the impact of eye diseases on their loved ones' daily lives and independence.
- Ophthalmologists: Witness the progression and impact of ocular diseases on their patients' vision and quality of life.
- Researchers: Recognize the potential for technological advancements and research to revolutionize eye health care.

3. Hear:

- Patients: Hear about the experiences of others with similar eye conditions, both positive and negative.
- Caregivers: Listen to the concerns and frustrations expressed by their loved ones regarding their eye health.

- Ophthalmologists: Hear patients' symptoms, medical history, and the challenges they face due to their eye conditions.
- Researchers: Attend conferences, seminars, and discussions to stay updated on the latest developments in eye health research.

4. Say and Do:

- Patients: Express their worries, symptoms, and experiences to ophthalmologists during consultations. They follow treatment plans and adopt lifestyle changes recommended by healthcare professionals.
- Caregivers: Seek information and support groups, ask questions to healthcare providers, and accompany their loved ones to appointments.
- Ophthalmologists: Listen attentively to patients' concerns, provide accurate diagnoses, explain treatment options, and offer reassurance and empathy.
- Researchers: Collaborate with fellow researchers, conduct experiments, publish findings, present at conferences, and apply for grants to advance eye health research.

5. Pains:

- Patients: Fear of irreversible vision loss, discomfort from symptoms, financial burden of treatment, and limitations on daily activities.
- Caregivers: Emotional stress, difficulties in providing adequate support, uncertainty about the future, and financial strain.
- Ophthalmologists: Heavy workload, challenges in diagnosing complex cases, emotional burden of delivering difficult news, and time constraints.
- Researchers: Limited funding opportunities, ethical considerations in research, and the pressure to make breakthrough discoveries.

6. Gains:

- Patients: Improved vision, better quality of life, peace of mind, knowledge about eye health, and access to effective treatment options.
- Caregivers: Confidence in the care their loved ones receive, knowledge about eye health management, and support from healthcare professionals.
- Ophthalmologists: Successful treatment outcomes, positive patient feedback, advancements in eye health technology and research, and professional satisfaction.
- Researchers: New discoveries in ocular disease detection and treatment, recognition in the scientific community, and the potential to make a significant impact on eye health care.

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THINK:

Fearful of losing their experiencing complications from eye diseases.

Concerned about the well-being and quality of life of their loved ones.

PAIN:

Fear of irreversible vision loss, discomfort from symptoms, financial burden of treatment, and limitations on daily activities

Emotional stress, difficulties in providing adequate support, uncertainty about the future, and financial strain.

DO:

Express their worries, symptoms, and experiences to ophthalmologists during consultations.

Seek information and support groups, ask questions to healthcare providers, and accompany their loved ones to appointments.

Listen attentively to patients' concerns, provide accurate diagnoses

SEE:

Visualize a future where their eye health is preserved and their vision is clear and vibrant.

Observe the impact of eye diseases on their loved ones' daily lives and independence.

HEAR:

Hear about the experiences of others with similar eye conditions, both positive and negative.

Listen to the concerns and frustrations expressed by their loved ones regarding their eye health.