**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 25 June 2025 |
| Team ID | LTVIP2025TMID30393 |
| Project Name | HealthAI: Intelligent Healthcare Assistant Using IBM Granite |
| Maximum Marks | 4 Marks |

**Target User:  
Individuals in rural or semi-urban areas with limited access to quality healthcare, and tech-savvy urban users looking for smart and reliable health support.**

**1. THINK & FEEL**

* **“Am I sick, or is this just a mild issue?”**
* **“Is this health advice reliable?”**
* **“What if I can’t afford a doctor?”**
* **“I want to take care of my health, but I’m not sure where to start.”**
* **Concerns about cost, trust, and authenticity of online health advice.**

**2. SEE**

* **Limited or no nearby hospitals.**
* **Poor or no internet access in rural areas.**
* **People relying on home remedies or unverified online sources.**
* **In cities, they see mobile health apps, ads for telemedicine, fitness trackers.**

**3. SAY & DO**

* **“I don't have time to go to a doctor.”**
* **“I searched my symptoms on Google.”**
* **“I’ll wait a few more days before going to the clinic.”**
* **Use mobile phones for calls and messages, but hesitant about using medical apps.**

**4. HEAR**

* **Family and friends giving health advice.**
* **Community discussions about expensive or unavailable healthcare.**
* **Local health workers encouraging healthy habits.**
* **Social media and YouTube influencing health decisions (right or wrong).**

**5. PAINS**

* **Lack of trustworthy medical help.**
* **No access to instant answers or emergency care.**
* **Difficulty in understanding medical terms.**
* **Uncertainty about when to take action or visit a doctor.**

**6. GAINS**

* **Easy, AI-based symptom checker.**
* **24/7 chatbot for health questions.**
* **Multilingual support to understand medical guidance in native language.**
* **Personalized health tips and reminders to stay fit and aware.**

