

Ideation Phase

Empathy Map Canvas

Date	21 June 2025
Team ID	LTVIP2025TMID20459
Project Name	Docspot
Maximum Marks	4 Marks

1. Says

- I wish booking a doctor didn't take so long.
- I need to know if the doctor is available before I take time off.
- Why can't I just book an appointment online like everything else?
- I hate waiting on hold or getting bounced around.

2. Thinks

- Will I find a doctor that fits my schedule?
- Is this platform secure for uploading my medical documents?
- What if my appointment gets cancelled last minute?
- I hope this doctor is trustworthy.

3. Does

- Searches online for clinic contact info
- Calls or walks in for appointments
- Tries booking on multiple platforms or apps
- Uploads prescriptions and tracks appointments manually

4. Feels

- Frustrated by delays or unclear appointment processes
- Anxious about last-minute rescheduling
- Relieved when booking is quick and confirmed
- More confident when the process feels transparent and secure

Empathy Map Canvas

Designed for:

Designed by:

Date:

Version:

The diagram is a large rectangle divided into seven numbered sections around a central head profile. The head profile is a circle with a large ear on the left, a small eye on the right, and a jagged mouth at the bottom. The sections are as follows:

- 1 WHO are we empathizing with?**
Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?
- 2 What do they need to DO?**
What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?
- 3 What do they SEE?**
What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?
- 4 What do they SAY?**
What have we heard them say?
What can we imagine them saying?
- 5 What do they DO?**
What do they do today?
What behavior have we observed?
What can we imagine them doing?
- 6 What do they HEAR?**
What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?
- 7 What do they THINK and FEEL?**
This section is split into two columns:
 - PAINS**
What are their fears, frustrations, and anxieties?
 - GAINS**
What are their wants, needs, hopes and dreams?

Below the head profile, there is a line for notes: "What other thoughts and feelings might motivate their behavior?"

Last updated on 16 July 2017. Download a copy of this canvas at <http://gamestorming.com/empathy-map/>

© 2017 Dave Gray, xplane.com