## **Ideation Phase**

## **Empathy Map Canvas**

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| --- | --- |
| 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

