**Ideation Phase**

**Empathize & Discover**

**Ideation Phase: Empathize & Discover**  
**Date:** 20 July 2025  
**Team ID:** LTVIP2025TMID54470  
**Maximum Marks:** 4 Marks

**Empathy Map for Primary Users**

**User 1: Patient**

**Thinks:**

* "Will I get an appointment on my preferred date?"
* "Is this doctor trustworthy and nearby?"

**Feels:**

* Anxious about booking delays
* Overwhelmed with manual appointment systems

**Says:**

* "I wish I could see the doctor’s schedule online."
* "It would be great if I got a reminder for my appointment."

**Does:**

* Calls clinics and waits for confirmation
* Cancels or reschedules appointments frequently

**User 2: Doctor**

**Thinks:**

* "How many appointments do I have today?"
* "Have patients submitted necessary documents?"

**Feels:**

* Stressed by no-shows and unmanaged slots
* Frustrated with poor appointment visibility

**Says:**

* "Please confirm patient attendance before time."
* "I need better tools to manage my schedule."

**Does:**

* Tracks appointments manually
* Coordinates with patients through calls