

Ideation Phase Empathize & Discover

Date	31 January 2025
Team ID	SWTID1744100849
Project Name	HealthPlum
Maximum Marks	4 Marks

Empathy Map Canvas:

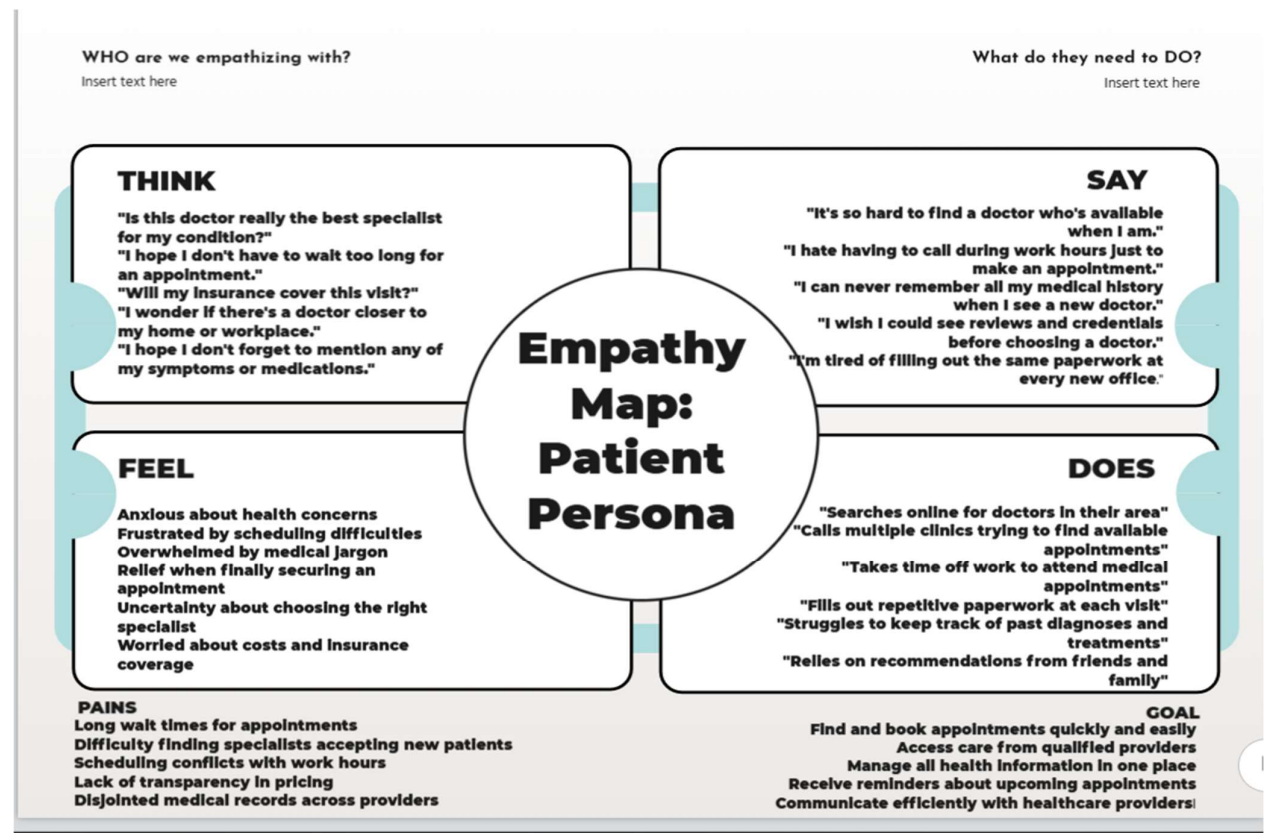
An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

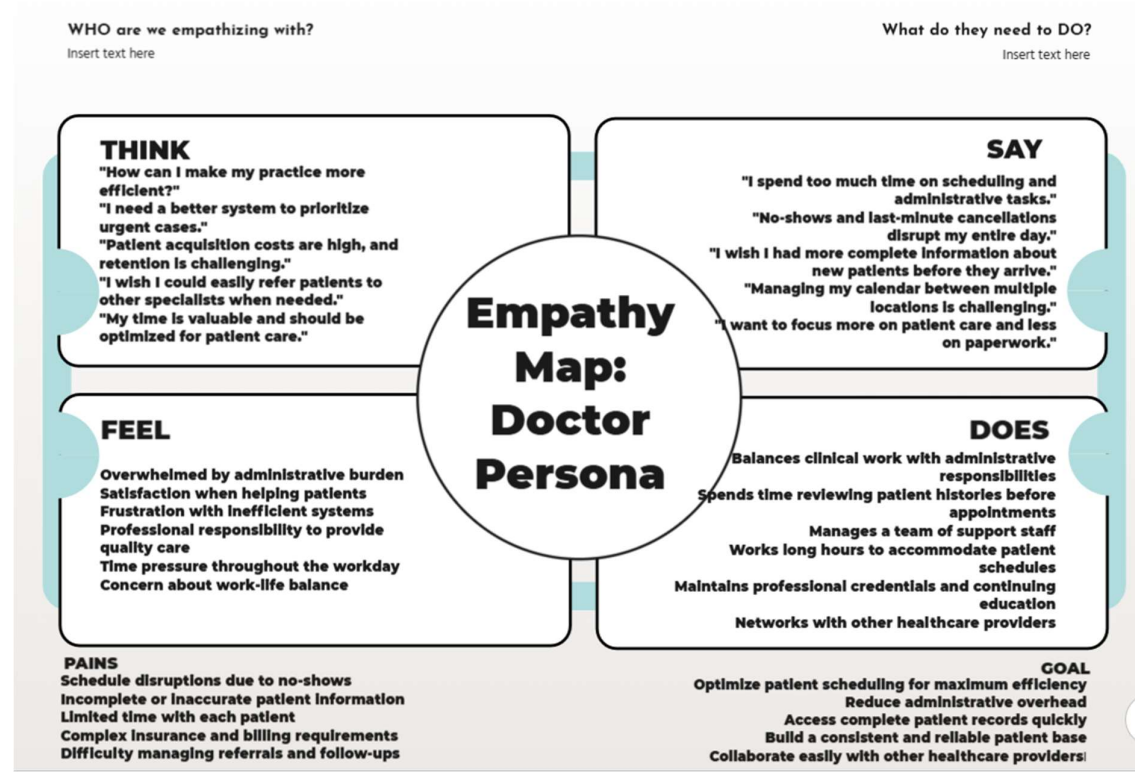
Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

We've created empathy maps for the two primary user types of our "HealthPlum" application:

Empathy Map: Patient Persona



Empathy Map: Doctor Persona



These empathy maps provide insight into the needs, motivations, and pain points of both patients and doctors, helping to guide the development of our "HealthPlum" MERN stack application with features that address real user needs.