

## Ideation Phase

### Empathize & Discover

Date	21 January 2025
Team ID	LTVIP2025TMID54908
Project Name	DocSpot – Seamless Appointment Booking for Health
Maximum Marks	4 Marks

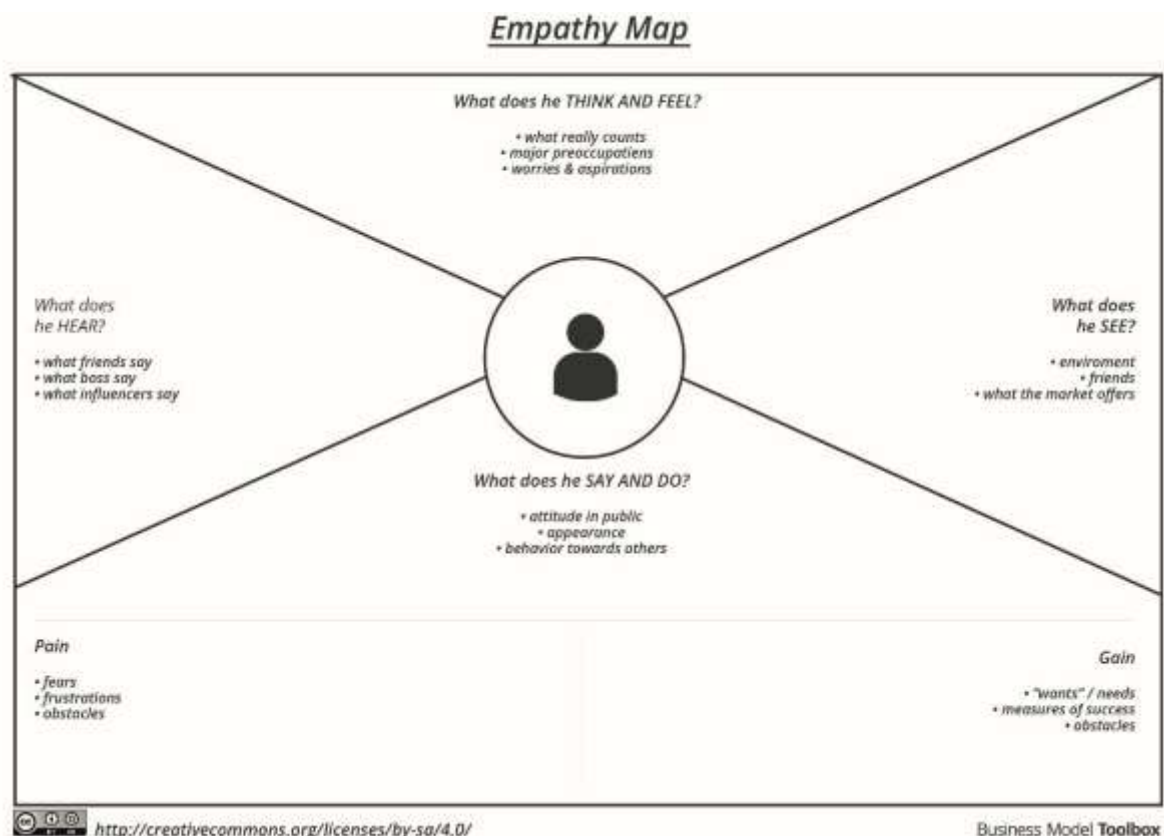
#### Empathy Map Canvas:

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.

#### Example:



Example: DocSpot – Seamless Appointment Booking for Health

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## Empathy Map Canvas – DocSpot

Section	Details
<b>WHO are we empathizing with?</b>	<ul style="list-style-type: none"><li>- Patients: working professionals, students, parents, elderly</li><li>- Doctors and clinics managing appointments</li></ul>
<b>What do they need to DO differently?</b>	<ul style="list-style-type: none"><li>- Book appointments online instead of calling or walking in</li><li>- Use doctor profiles, filters, and time slot options effectively</li></ul>
<b>What do they SEE?</b>	<ul style="list-style-type: none"><li>- Busy hospital reception desks</li><li>- Confusing hospital apps or long wait times</li><li>- No clarity on doctor availability</li></ul>
<b>What do they SAY?</b>	<ul style="list-style-type: none"><li>- “It’s hard to reach the doctor on call.”</li><li>- “I waited for 2 hours even after booking.”</li><li>- “I need someone who understands my problem.”</li></ul>
<b>What do they DO?</b>	<ul style="list-style-type: none"><li>- Call multiple times to confirm slots</li><li>- Wait in hospitals without updates</li><li>- Visit random clinics without research</li></ul>
<b>What do they HEAR?</b>	<ul style="list-style-type: none"><li>- “Book early or you won’t get a slot.”</li><li>- “That doctor is always crowded.”</li><li>- “Try this new app; it’s easier to use.”</li></ul>
<b>PAINS</b>	<ul style="list-style-type: none"><li>- Long waiting times</li><li>- Unclear appointment confirmations</li><li>- Last-minute cancellations or mismanagement</li><li>- Difficulty in choosing the right doctor</li></ul>
<b>GAINS</b>	<ul style="list-style-type: none"><li>- Easy doctor discovery and selection</li><li>- Real-time slot booking and reminders</li><li>- Reduced waiting time and better management</li><li>- Online payment and booking history tracking</li></ul>

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