## **Ideation Phase Empathize & Discover**

Date	30 june2025	
Team ID	LTVIP2025TMID32662	
Project Name	Intelligent Healthcare assistant using IBM Granite	
Maximum Marks	4 Marks	

## **Empathy Map Canvas:**



- Spends 30 minutes searching online, ending up more confused.
- Types symptoms into a search bar: "headache and tired all the time."
- Tells a friend, "I'm trying to eat better."
- Complex medical websites like WebMD or Mayo Clinic.
- Confusing search results with scary headlines.
- Friends on social media posting about their new diets or workouts.







- Don't just Google your symptoms, it will tell you you're dying!
- Just call your doctor's office and ask the nurse.
- My friend tried a keto diet and it worked for them.



Short summary of the persona

See an example

- hope this isn't serious.
- feel silly asking a doctor about this, maybe I can figure it out first.
- This medical language is so confusing.

Think&Feel •

