

**Ideation Phase**  
**Empathize & Discover**

Date	20.10.2023
Team ID	NM2023TMID00147
Project Name	Blockchain Technology for Electronic Health Records
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.

**Empathy Map**



### Says

What have we heard them say?  
What can we imagine them saying?

Enhanced  
Patient Care

Data  
Security

Patient  
Engagement

Improved  
Efficiency



### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

data  
breaches  
and  
privacy

balance  
budgets and  
technology  
needs

time spent on  
documentation

easy  
access to  
patient  
history



access and  
update  
patient  
records

Implement  
and manage  
EHR systems

Allocate  
budgets

Analyze  
data

Anxious

Pressure  
to balance  
budgets

Concerned

Frustrated  
by the lack  
of personal  
interaction



### Does

What behavior have we observed?  
What can we imagine them doing?



### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

[See an example](#)

