

Empathy Map Canvas

Gain insight and understanding on solving customer problems.

- Build empathy and keep your focus on the user by putting yourself in their shoes.



PAIN

Patients are continually denied health care due to the shortages of hospital beds.

Delays in care leads to the development of complications.

No-Bed Syndrome due to overcrowding during pandemic situations.

Improper bed management in contagious diseases leads to the mortality

GAIN

Improved critical care bed allocation decisions.

Prevent complications by ensuring comfort and security to the patient

Physical and psychological comfort and security to the patient

Efficient Hospital Management