Ideation Phase Empathize & Discover
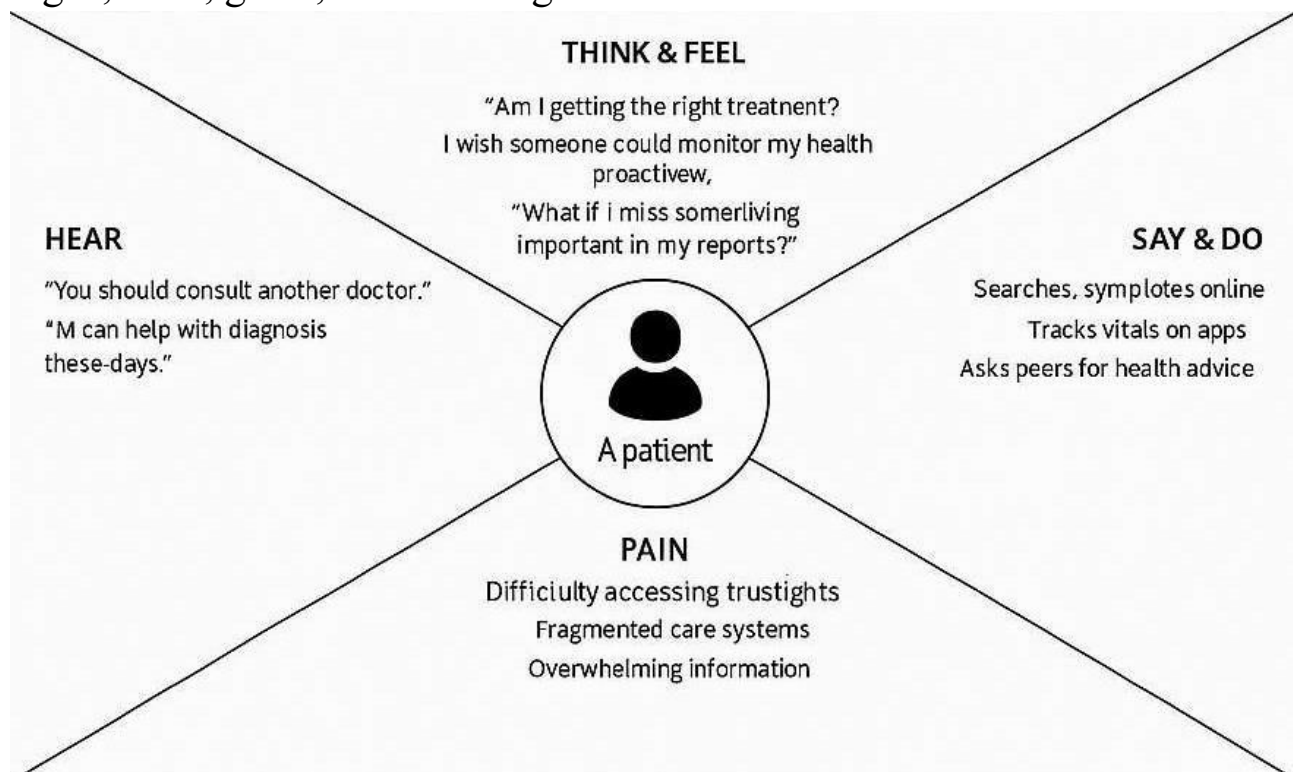
Date	27 June 2025
Team ID	LTVIP2025TMID59346
Project Name	HealthAI-Intelligent Healthcare Assistant Using IBM Granite
Maximum Marks	4 Marks

Empathy Map Canvas

An empathy map a sirmple, easy-to-digest visual that captures knowledge abou a user's behaviors and attitudes.

It is a useful to helping teams teans understand their users.
Creating an effective solution requires understanding their the person who is experiencing it, it. Exele participants consider how participants consider uset highs, lows, goals, and challenges.

THINK & FEEL
"Am I getting the right treatnent?
I wish someone could monitor my health proactivew,
"What if i miss somerliving important in my reports?"

HEAR
"You should consult another doctor."
"M can help with diagnosis these-days."

SAY & DO
Searches, symplotes online
Tracks vitals on apps
Asks peers for health advice

A patient

PAIN
Difficiulty accessing trustights
Fragmented care systems
Overwhelming information

Example: Empathy Map
Reference: https://www.mural.co/templates/empathy-map-canxas

PAIN	Difficulty accessing trustworthy Fragmented care systems Overwhelming information	GAIN	Timely Al alerts Personalized diagnossics Better peace of mind

What does This is I don't want How do I try Why isn't What does   a
  my test result myjear overwhelming misdiagnossis on top of my proactive mean? mean? health?
        system?

Think & Feel

I'm worried, but appointments take time

Why isn't h there a proactive system?

A I can help track your health

Hear

You should get that che cked again

See

Patient

Say & Do

Searches symptoms online

Asks doctor friends

Scrolls through health data

online

data

Pain

Hard to understand medical data

Delay in critical alerts

Lack of personalized care

Too many platforms, no integration

Gain

Simpilified health insights

Al flags issues early

Timely alerts and guidance

Confidence in managing health indeoendentelv