

Ideation Phase

Empathize & Discover

Date	31 June 2025
Team ID	LTVIP2025TMID41359
Project Name	Hematovision: Advanced Blood Cell Classification
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:

Hematovision: Advanced Blood Cell Classification

EMPATHY MAP CANVAS	
SAYS <ul style="list-style-type: none">• This cell-type looks abnormal,• I used to be under the microscope slides every day:• I'll double-check these results.	THINKS <ul style="list-style-type: none">• Worried about misdiagnosing a sample.• Responsible for identifying abnormalities.• Satisfied when the analysis is accurate.
DOES/HEARS <ul style="list-style-type: none">• Examines blood smears under a microscope.• Attends to the patient's blood cells, updates• Compares current samples to known, cell-types,• Collaborates with other medical professionals	 <ul style="list-style-type: none">• Questions from colleagues on• Feedback on diagnostic accuracy
Laboratory Technician	
PAINS <ul style="list-style-type: none">• Time-consuming manual slide review• Difficulty diagnosing mild types• Pressure to deliver accurate results quickly	GAINS <ul style="list-style-type: none">• Quicker identification of blood cell abnormalities.• Confidence in diagnostic results.• Improved patient outcomes through precise analysis.

Reference: <https://www.mural.co/templates/empathy-map-canvas>