

Ideation Phase

Empathize & Discover

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| Date | 31 January 2025 |
| Team ID | LTVIP2026TMIDS88461 |
| Project Name | DocSpot — Seamless Appointment Booking for Health |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

An Empathy Map is a simple and structured visual tool used to capture insights about a user's behaviors, thoughts, emotions, and challenges. It helps teams develop a deeper understanding of their users beyond basic demographics.

The empathy mapping process encourages the team to step into the user's perspective and analyze:

- What the user thinks and feels
- What the user sees and hears
- What the user says and does
- What the user's pain points and frustrations are
- What the user hopes to gain or achieve

Creating an effective solution requires more than identifying a technical problem — it requires understanding the real human experience behind it. The exercise of building an empathy map allows teams to:

- Identify hidden user needs
- Understand emotional drivers behind actions
- Recognize frustrations and motivations
- Align product decisions with user expectations

By visualizing the user's perspective, teams can design solutions that are not only functional but also meaningful, intuitive, and user-centered.

Empathy Map

