Empathy Map Canvas

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Team ID: LTVIP2025TMID42255

Project Name: HEMATOVISION – Advanced Blood Cell Classification Using Transfer Learning

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 their goals and challenges.

## Empathy Map for: Medical Lab Technicians & Pathologists

| SAYS “We need accurate, fast cell analysis tools.” “Manual classification takes too long.” | THINKS “Am I missing subtle abnormalities in rare cases?” “Can AI improve my workflow?” |
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| DOES Uses microscope/manual methods, uploads blood smear images, validates AI outputs. | FEELS Pressure to deliver accurate reports quickly. Frustration from repetitive manual tasks. |
| PAIN POINTS Time-consuming analysis, human errors, lack of automation, class imbalance issues. | GOALS Improve classification accuracy, reduce workload, support diagnosis with AI insights. |