**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
|  |  |
| **Date** | 27 JUNE 2025 |
| **Team ID** | LTVIP2025TMID57021 |
| **Project Name** | DocSpot-Seamless-Appointment-Booking-For-Health |
| **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 helps 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.

**Empathy Map for the "DocSpot" Patient**

**What does the patient THINK and FEEL?**

* **THINKS:** "I need to get this checked out, but when will I have time to call?" "Is this doctor any good?" "I wish I could just see their calendar online." "Why is booking a flight so easy, but a doctor's appointment so hard?" "Maybe it's not that serious, I'll just wait."
* **FEELS:** **Anxious** about their health concern. **Frustrated** with the inefficient process. **Stressed** about finding a time that fits their schedule. **Impatient** when waiting on hold.

**What does the patient HEAR?**

* From friends/family: "You should really see a doctor about that." "Good luck getting an appointment, Dr. Smith is booked for months."
* From the clinic's receptionist: "Please hold." "The next available appointment is in three weeks." "The doctor is not available at that time."
* Influencers/Media: "There's an app for everything now."

**What does the patient SEE?**

* Clinic websites with only a phone number and address.
* "Contact Us" forms with no guarantee of a quick reply.
* Their phone's call log showing multiple calls to the same clinic.
* Other industries (food, travel, retail) with seamless online booking and scheduling.
* Friends using modern apps to manage their lives.

**What does the patient SAY and DO?**

* **SAYS:** "I'll call them during my lunch break." "The line was busy, I'll try again later." (to themselves). "Do you know a good doctor who is easy to book?" (to friends).
* **DOES:** Procrastinates making the call. Googles "doctors near me" and reads reviews. Tries to call the clinic multiple times. Gives up and decides to "wait and see." Asks for recommendations in a local social media group.

**PAIN**

* **Wasting Time:** Being put on hold, calling multiple clinics.
* **Limited Access:** Can only book appointments during clinic business hours.
* **Lack of Transparency:** No easy way to see a doctor's availability, specializations, or reviews in one place.
* **Inconvenience:** Difficulty scheduling around work and personal commitments.
* **Anxiety & Stress:** The hassle of the process adds stress to their health concerns.

**GAIN**

* **Control & Convenience:** The ability to book an appointment 24/7, from any device.
* **Efficiency:** Finding and booking an appointment in minutes, not hours.
* **Transparency:** Seeing all available doctors, their schedules, and verified reviews in one place.
* **Peace of Mind:** Quickly securing an appointment and getting confirmation instantly.
* **Empowerment:** Feeling in control of their own healthcare decisions and scheduling.