

Ideation Phase

Define the Problem Statements

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This document defines key problem statements derived directly from John's Empathy Map, focusing on the challenges and frustrations he experiences related to product defects and the complaint resolution process. Addressing these problems will be central to the success of the Online Complaint Registration and Management System.

1. Lack of Transparency and Control

Problem Statement: John lacks real-time, easily accessible information regarding the status and confirmation of his doctor's appointment, which leads to uncertainty and anxiety about whether his booking is successful or being processed.

Derived from Empathy Map (THINKS):

"Did my booking go through?" and "Will the doctor be available?" reflect doubts and a desire for reassurance about the appointment process.

Derived from Empathy Map (DOES):

"Checks email/dashboard repeatedly." — John is actively seeking updates due to a lack of immediate confirmation or visibility into the appointment status.

Derived from Empathy Map (FEELS):

"Anxious at first" and "Relieved when confirmed" — His initial stress is only reduced after receiving clear confirmation or updates.

2. Cumbersome and Inefficient Appointment Booking

Problem Statement: The initial process of booking a doctor's appointment is perceived as overly complicated or unintuitive, creating friction that deters users like John from engaging smoothly with the system.

Derived from Empathy Map (SAYS):

"Hope it's quick and easy this time." — John expresses concern about the effort required to book an appointment.

Derived from Empathy Map (DOES):

"Fills in long forms, uploads files, retries." — Indicates the process feels repetitive or lacks efficiency, especially on mobile or for older users.

Derived from Empathy Map (FEELS):

"Frustrated when fields are confusing," "Hopeful when process is streamlined" — Suggests emotional ups and downs influenced by user interface and experience.

3. Communication Gaps and Redundancy

Problem Statement: John finds it difficult to communicate directly with the doctor or clinic, often needing to repeat information or feeling uncertain about who to contact for clarifications or follow-ups.

Derived from Empathy Map (SAYS):

"I wish I could just chat with someone." and "No more waiting on hold, please!" — Reflects dissatisfaction with traditional methods like phone calls.

Derived from Empathy Map (DOES):

"Sends email or reschedules without feedback." — Indicates he often acts without immediate confirmation or conversation, which leads to ambiguity.

Derived from Empathy Map (THINKS):

"Will they read my note?" and "Is anyone looking at my request?" — Implies communication is one-sided and lacks acknowledgment.

4. Concerns Regarding Data Security and Privacy

Problem Statement: John is cautious about sharing personal health information and medical records online, due to concerns over privacy, data misuse, or insufficient security practices on the platform.

Derived from Empathy Map (THINKS):

"Is my data safe here?" — John's trust in the platform is directly tied to how secure it appears.

Derived from Empathy Map (FEELS):

"Relieved when security indicators are present," "Uncomfortable uploading files without knowing who sees them" — These reflect his need for visible assurances of protection and confidentiality.

Conclusion

These problem statements clearly articulate the primary challenges faced by users like John during the online doctor appointment journey. From lacking appointment transparency to struggling with unintuitive interfaces, facing communication barriers, and worrying about sensitive data, each issue presents an opportunity for improvement. Addressing these through thoughtful design — including real-time status tracking, simplified booking flows, direct in-app communication, and robust privacy practices — can dramatically enhance the overall experience and trustworthiness of the platform for patients like John.