

Ideation Phase

Empathize & Discover

Date	23 December 2025
Team ID	
Project Name	MediCareBook – Doctor Appointment Booking
Maximum Marks	4 Marks

Empathy Map Canvas:

To understand the needs, pain points, and actions of patients who want a simple, trustworthy, and efficient platform to search for doctors, book appointments easily, and confidently receive reliable healthcare services.

