Ideation Phase
Empathize & Discover

Date	19 February 2026
Team ID	LTVIP2026TMIDS80164
Project Name	Heart Disease Analysis
Maximum Marks	4 Marks

Empathy Map Canvas:

An empathy map is a simple visual tool that captures users' behaviors, needs, and concerns related to heart disease. It helps the team understand how patients, healthcare professionals, and decision-makers perceive health risks and medical data.

In this project, the empathy map is used to understand users who want clear insights into heart disease risk factors but struggle with complex and scattered health information. By considering users' goals, challenges, and emotions, the team can design meaningful Tableau dashboards that present health data clearly, support early detection, and enable better healthcare decisions.

Empathy map

Empathy Map – Empathy Map – Heart Disease

Says
What have we heard them say?
What can we imagine them saying?

'I don't know what's impacting my heart disease risk factors."

I need a simple way to understand my health" risks quickly

Thinks
What are their wants, needs, hopes, and i
What other thoughts might influence their behavior?

'Am I at risk of heart disease because of my age, weight, or habits?

'I need to see clearly how things like smoking and diabetes increase my heart disease risk

Does
What behavior have we observed?
What can we imagine them doing?

They look through multiple reports, charts, and websites to find heart health information

They ask their doctor or healthcare professional a lat of questions about risk factors

They ask their doctor or healthcare professional a lot of questions about risk factors

Feels
What are their fears, frustrati- and anxieties? What other feelings might influence their behavior?

Worried about having a heart attack or stroke

Frustrated by confusing, scattered, or hard-to-read health information

Feels
What are their fears, frustrations and anxieties? What other feelings might influence ?