

Ideation Phase

Empathize & Discover

Date	29 May 2025
Team ID	LTVIP2025TMID33353
Project Name	HealthAI: Intelligent Healthcare Assistant Using IBM Granite
Maximum Marks	4 Marks

Empathy Map Canvas:

TargetUsers:

Rural and semi-urban individuals, students, or busy professionals who face challenges in accessing timely, quality, and affordable healthcare services.

User Characteristics:

- They rely on smartphones as their primary tool for information and communication.
- Have basic to moderate internet access, usually through mobile data.
- Prefer quick, easy-to-use, self-service digital solutions.
- Avoid traveling long distances to clinics or hospitals unless absolutely necessary.
- Often make health decisions based on internet searches, peer advice, or social media due to lack of nearby medical resources.

