Ideation Phase
Empathize & Discover

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Project Name	HealthAI
Maximum Marks	4 Marks

Empathy Map Table:

Section	Insights
WHO are we empathizing with?	General users (age 18–60), especially those without easy access to healthcare or those managing chronic conditions.
What do they need to do?	Understand their health condition, get initial guidance, track health data, feel reassured without always visiting a clinic.
What do they SEE?	Confusing medical articles, unreliable self-diagnosis apps, conflicting information on symptoms and treatment.
What do they SAY?	"I don't know if this is serious." / "Should I go to the doctor?" / "Google gave me scary results."
What do they DO?	Search symptoms online, ask friends/family, ignore symptoms, or take unverified medications.
What do they HEAR?	"Don't worry, it's nothing." / "Go see a doctor immediately." / "Google says it could be cancer."
PAINS	Anxiety, misinformation, delay in diagnosis, cost of healthcare visits.
GAINS	Fast, clear answers; peace of mind; early insights; self-awareness and health empowerment.

Discovered:

1. Trust & Reliability Are Essential
   Users do not trust random online sources. They want AI tools that are backed by verified data and medical sources.

2. Speed & Simplicity Matter
   Time-constrained users want an intuitive interface that delivers fast, meaningful results without a learning curve.

3. Empathy-Driven Design is Crucial
   Emotional triggers like anxiety and helplessness must be addressed through tone, feedback, and reassurance built into the interface.

4. There Is a Need for a Unified Health Platform
   Especially for caregivers and chronic patients, tracking symptoms, getting suggestions, and receiving follow-ups in one place would ease the burden.

5. Visual Feedback Encourages Engagement
   Charts, summaries, and color indicators help users feel in control and better understand their health data.