**Ideation Phase**

**Empathize & Discover**

|  |  |
| --- | --- |
| Date | 30 June 2025 |
| Team ID | LTVIP2025TMID37458 |
| 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.