⬜ Empathy Map Canvas – HealthAI

The Empathy Map Canvas helps us understand the **users' mindset, needs, and challenges** when interacting with HealthAI. Here's how a typical user (someone seeking online health advice) maps out:

🗣 SAYS

- "I have a headache and fever. Is it serious?"

- "I searched Google, but I'm still confused."

- "Do I really need to go to the doctor right now?"

👀 SEES

- Conflicting health information on websites

- Ads for unnecessary supplements or remedies

- Complicated symptom checker tools

🤔 THINKS & FEELS

- Worried and uncertain about health symptoms

- Anxious about medical costs or hospital visits

- Hopes to find a quick and accurate answer online

👂 HEARS

- "Just rest and drink water."

- "It might be viral or maybe dengue… who knows."

- Friends recommending random remedies

😣 PAINS

- No personalized diagnosis or context-aware guidance

- Overload of irrelevant or incorrect information

- Frustration and delay in getting proper care

🎯 GAINS

- Trusted AI-based guidance tailored to their symptoms

- Empathetic, easy-to-understand answers

- Quick suggestions with advice on when to consult a doctor