Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s

behaviours and attitudes. It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who

is experiencing it. The exercise of creating the map helps participants consider things from

the user’s perspective along with their goals and challenges.

**Empathy map canvas fro Hemotovision**

**🧭 Empathy Map Canvas – HematoVision**

**User Persona**:  
Pathologist or Lab Technician working in a diagnostic lab or hospital.  
Also applicable to medical students and trainees in hematology.

**🧠 Think & Feel**

* "I need to be 100% accurate with every diagnosis — there’s no room for error."
* "Manually checking every smear under the microscope is exhausting and slow."
* "AI might help me save time and avoid missing rare abnormalities."
* "I worry about trusting automated systems completely — I need evidence and explainability."

**🗣️ Say & Do**

* "This sample looks unusual — let’s double-check it."
* "We need to process 50+ samples today. We’re behind schedule again."
* "I’ve been training students on how to identify cells, but they struggle with real-time analysis."
* Frequently cross-reference textbooks or prior cases to identify unknown cell types.
* Discuss challenging cases with colleagues.

**👂 Hear**

* "Our lab must reduce turnaround times — management expects faster reports."
* "AI tools are coming — we’ll need to adapt or get left behind."
* "Other hospitals are automating parts of pathology workflows."

**👀 See**

* Sees stained slides, microscope images, bulky record-keeping systems.
* Notices inefficiencies in manual report writing and data transfer.
* Increasing interest in digital pathology tools.

**😟 Pains**

* Long hours of repetitive microscopic analysis lead to fatigue and mistakes.
* Pressure to deliver accurate results under tight deadlines.
* Lack of tools to assist in low-resource or rural settings.
* Medical students feel overwhelmed by the complexity of cell morphology.

**🎯 Gains**

* A tool like **HematoVision** that classifies blood cells instantly with confidence scores.
* Reduced diagnostic workload and faster report generation.
* Consistent, standardized results across different users and locations.
* An educational tool that provides feedback and helps train future pathologists.

### 🧪 ****Scenario 1: Rural Lab Technician****

**User**: Prakash, a technician in a rural clinic  
**Situation**: Has to analyze 40+ blood samples in one shift  
**Pain**: “I’m tired of using the microscope all day — I might miss something important.”  
**Gain**: With HematoVision, he uploads the image and gets a cell type and confidence score instantly, reducing fatigue and error.

### 👩‍🏫 ****Scenario 2: Medical Student in Training****

**User**: Ayesha, a 3rd-year pathology student  
**Situation**: Struggles to differentiate between lymphocytes and monocytes in her practicals  
**Pain**: “I keep mixing up cell types — I don’t get real-time feedback during practice.”  
**Gain**: HematoVision acts like a tutor — she uploads samples and gets labeled feedback, helping her learn and gain confidence.

### 🧑‍⚕️ ****Scenario 3: Hospital Pathologist****

**User**: Dr. Ramesh, a senior pathologist in a busy city hospital  
**Situation**: Reviewing complex cases late in the day  
**Pain**: “After 8 hours of work, my eyes get tired and I start doubting borderline cases.”  
**Gain**: HematoVision gives a quick second opinion with a visual indicator, boosting trust and reducing diagnostic time.