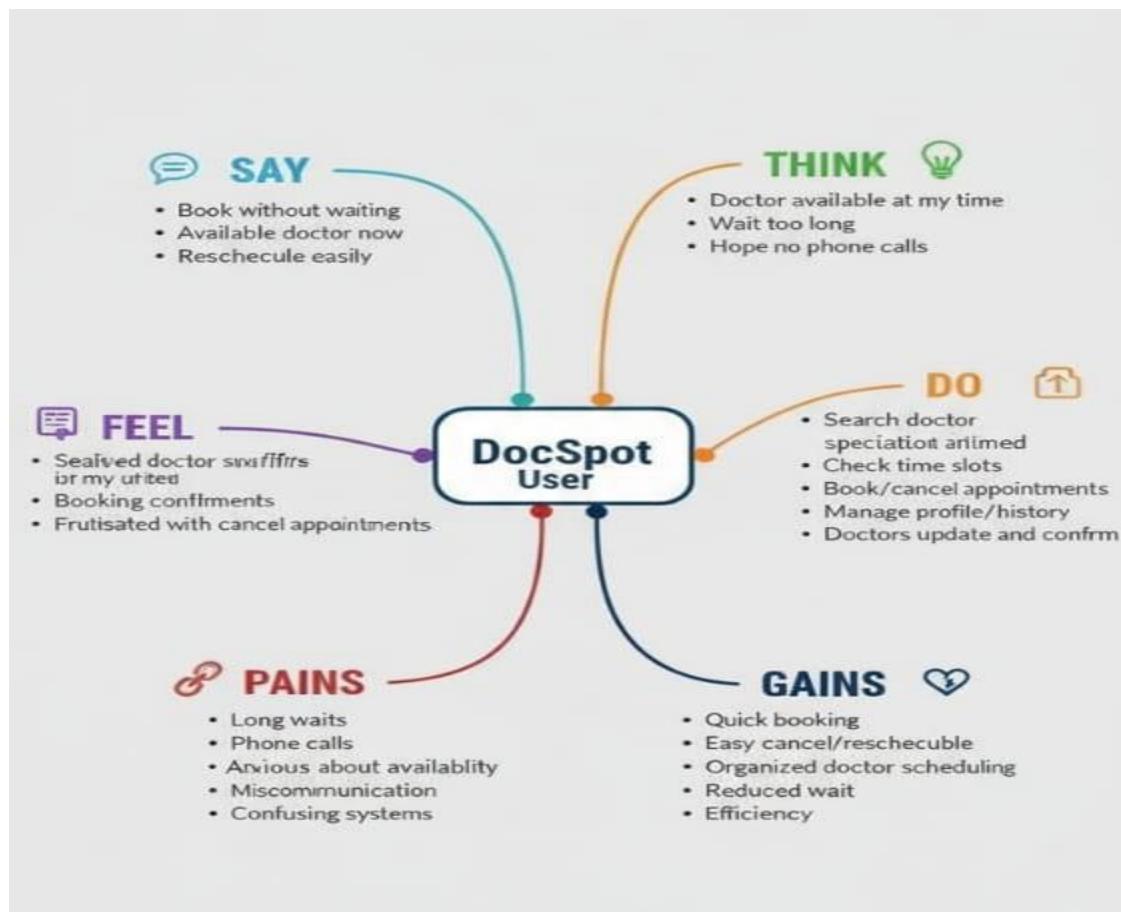


## Empathy Map Canvas – DocSpot

Date: 05 December 2025

Project Name: DocSpot – Doctor Appointment Booking System



## Empathy Map – Patients

### SAY

- I can never get a doctor appointment on time.
- I want to see doctors based on specialty and reviews.
- Calling the clinic every time is tiring.

### THINK

- Is this doctor trustworthy?

- Will the doctor be available when I reach?
- I need a quick way to compare doctors.

#### **DO**

- Search for doctors on Google.
- Call clinics manually.
- Visit hospitals without appointments.

#### **FEEL**

- Frustrated by waiting.
- Stressed choosing doctor.
- Unsure about availability.

### **Empathy Map – Doctors**

#### **SAY**

- I want a simple system to manage my schedule.
- I get too many appointment calls.

#### **THINK**

- Can this system reduce my workload?
- Will patients show up on time?

#### **DO**

- Track appointments manually.
- Communicate through phone/WhatsApp.

#### **FEEL**

- Overloaded.
- Irritated with schedule conflicts.