

## Ideation Phase

### Empathize & Discover

Date	27 october 2023
Team ID	NM2023TMID01863
Project Name	Project-electronic health Records
Maximum Marks	4 Marks

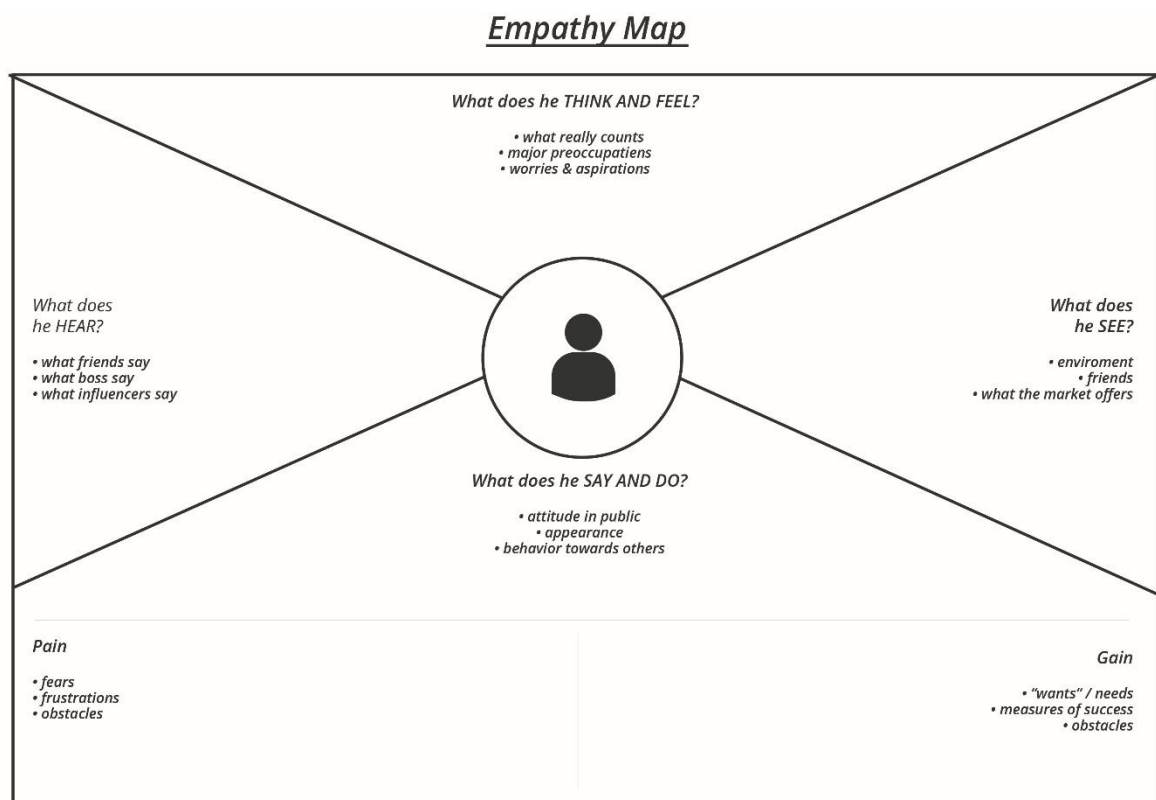
#### Empathy Map Canvas:

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 his or her goals and challenges.

#### Example:



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Business Model **Toolbox**



### Says

What have we heard them say?  
What can we imagine them saying?

patients: i want  
control over  
who accesses  
my medical  
data

healthcare  
providers:  
efficiency &  
accuracy of EHRs  
are crucial for  
patient care

regulators:  
data security &  
compliance  
are non  
negotiable

patients:  
request secure  
access to their  
EHRs

regulators:  
enforce  
EHR  
standards

healthcare  
providers: input,  
update and  
access patient  
records



### Does

What behavior have we observed?  
What can we imagine them doing?

[See an example](#)

### Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

patients: i  
worry about  
my data being  
mishandled or  
hacked

healthcare  
providers: EHRs  
should simplify  
documentation  
and data sharing

regulator: we  
must ensure  
legal and  
ethical EHR  
security

patients: fear of  
privacy  
breaches, desire  
for control

healthcare  
provider:  
frustration  
with EHR  
inefficiencies

regulator:  
responsibility  
for protecting  
sensitive  
health data

### Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?



electronic  
health  
records