Ideation Phase

Empathy Map Canvas

Date	01 February 2026
Team ID	LTVIP2026TMIDS24613
Project Name	DocSpot: Seamless Appointment Booking for Health
Maximum Marks	4 Marks

1. Says

- I wish booking a doctor didn't take so long.
- I need to know if the doctor is available before I take time off.
- Why can't I just book an appointment online like everything else?
- I hate waiting on hold or getting bounced around.

2. Thinks

- Will I find a doctor that fits my schedule?
- Is this platform secure for uploading my medical documents?
- What if my appointment gets cancelled last minute?
- I hope this doctor is trustworthy.

3. Does

- Searches online for clinic contact info
- Calls or walks in for appointments
- Tries booking on multiple platforms or apps
- Uploads prescriptions and tracks appointments manually

4. Feels

- Frustrated by delays or unclear appointment processes
- Anxious about last-minute rescheduling
- Relieved when booking is quick and confirmed
- More confident when the process feels transparent and secure

EMPATHY MAP CANVAS: DOCTOR APPOINTMENT APP USER

THINK & FEEL

I'm overwhelmed. How can I fit a doctor's visit into my packed schedule?

I feel anxious when I can't get an appointment quickly for my sick child.

I wish I could see all available slots at a glance.

Is my data secure on this app?

HEAR

My partner says, "Can you handle the appointment? I have a meeting."

Friends recommend apps that are "life-savers" for booking.

The clinic receptionist on the phone sounds stressed and rushed.

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News reports about long healthcare wait times.

SEE

I see other people using simple apps for food delivery and rides.

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I see long wait times on the phone.

I see confusing clinic websites with outdated information.

I look at my cluttered calendar with no free time.

USER PERSONA: Busy Working Parent

SAY & DO

I say, "I need an appointment as soon as possible, preferably late afternoon."

I constantly check my phone calendar while on hold.

I try to book online during my lunch break but get frustrated if it's complicated.

I download multiple health apps but delete them if they're not user-friendly.

PAIN

| Long hold times on the phone. | Lack of appointment availability outside working hours. | Having to repeat information to different staff. | Complex, paper-based registration forms. |

GAIN

| 24/7 online booking capability. | Real-time view of available appointment slots. | Automated reminders and digital forms. | Ability to manage appointments for the whole family in one place. |