

Ideation Phase

Empathy Map Canvas

Date	01 February 2026
Team ID	LTVIP2026TMIDS24078
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

