Ideation Phase

Empathize & Discover

Date	15-02-2026
Team ID	LTVIP2026TMIDS88080
Project Name	Heart Disease Analysis: Identifying Risk Factors Using Tableau
Maximum Marks	4 M

EMPATHY MAP CANVAS:

An Empathy Map Canvas is a visual tool used to understand a user's thoughts, feelings, and behaviour from their point of view. It helps in developing a user-centred solution by identifying what the user says, thinks, does, and feels when interacting with a system or problem.

In this project, the empathy map focuses on patients and healthcare professionals, helping us understand their needs and challenges while analysing heart disease data. By mapping their experiences, we can design meaningful data visualizations that identify risk factors, trends, and patterns. This helps in better diagnosis, early detection, and informed decision-making in healthcare.

It tells about User Ramesh who is a 45-year-old working professional experiencing chest discomfort and wants to understand his heart health risks through medical reports and data analysis.

EMPATHY MAP --- HEART DISEASE ANALYSIS:

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

- I want to know if I am at risk of heart disease.
- Why is my cholesterol level high?
- My BP seems normal, then why am I feeling discomfort?
- What lifestyle changes should I follow?
- Can this condition be prevented early?

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

- Is this a serious health issue?
- Am I ignoring early symptoms?
- What factors increase heart disease risk the most?
- Does stress affect my heart?
- If I had regular checkups earlier, could this be avoided?

Ramesh
A 45-year-old working professional experieening chest discomfors, using medical data insights

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

- Visits doctor for regular checkups
- Takes blood tests (cholesterol, sugar, ECG)
- Searches online about heart disease symptoms
- Monitors blood pressure
- Tries to follow diet and exercise routine

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

- Anxious about health condition
- Fear of heart attack
- Confused by medical reports
- Worried about family responsibility
- Hopeful for early detection and recovery