# **Ideation Phase Empathize & Discover**

| Date          | 18 October 2023  |
|---------------|--|
| Team ID       | Team-592806  |
| Project Name  | Early Diagnosis Of Diseases Using Image<br>Processing Of Human Nails |
| Maximum Marks | 4 Marks  |

## **Empathy Map Canvas:**



What do they HEAR?

· They learn about technology's advantages, like enhanced disease detection and workflow

· Friends in the medical field share

stories of successful technology

implementation and its positive

conferences informs them about the

latest advancements in medical

technology, including nail disease

impact on patient care. · Colleagues engage in discussions about integrating the technology into their practice, providing insights into

its effectiveness. · Second-hand information from industry publications and

detection.

#### WHO are we empathizing with?

- Healthcare Professionals
- Researchers
- Individuals seeking early disease detection



#### What do they need to DO?



- · Transition from relying solely on subjective observations to integrating a new technology into their practice.

  Improved patient care through early
- intervention.
- · Assess the accuracy and reliability of the technology in real-world scenarios.











What are their wants.

#### What do they SEE?

- · Healthcare Professionals see the potential for technology to improve disease detection.
- Researchers see opportunities for groundbreaking contributions through innovative tech.
- Individuals seeking early disease detection see the potential for self-monitoring using healthrelated technology.
- · All of them observe growing interest and demand for healthcare technology in the marketplace



### What do they SAY?

- · They've expressed optimism about the potential of new technology.
- We can imagine them saying that adopting this technology will significantly benefit them and their work.
- They've shared excitement about the possibilities of healthcare innovation.

### What do they THINK and FEEL?







# What other thoughts and feelings might influence their behavior?

- Curiosity: A desire to explore and understand new technology.

  Competitiveness: A drive to stay ahead in their field by embracing
- nnovation. **Responsibility**: A sense of duty to provide the best care or conduct
- impactful research. Ethical Concerns: Consideration of the ethical implications and privacy issues related to healthcare technology. Patient Outcomes: Concern for the well-being and health outcomes of patients.



#### What do they DO?

- · Currently, they rely on traditional methods and observations for disease detection.
- · We've observed them seeking out information on the latest healthcare technology.

  • We can imagine them actively
- adopting and integrating advanced technology into their practices for more accurate disease detection and better patient care

