Ideation Phase Empathize & Discover

Date	18 September 2022
Team ID	Team-592806
Project Name	Early Diagnosis Of Diseases Using Image Processing Of Human Nails
Maximum Marks	4 Marks

Empathy Map Canvas:



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.

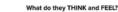
 Improved patient care through early
- intervention.
- · Assess the accuracy and reliability of the technology in real-world scenarios.





What 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 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 conferences informs them about the latest advancements in medical technology, including nail disease detection.













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 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