Ideation Phase
Empathize & Discover

Date	18 October 2023
Team ID	Team-591549
Project Name	AudiometricAI: Transforming Hearing Test Diagnosis Through Machine Learning
Maximum Marks	4 Marks

Template

Empathy map canvas

AudiometricAI: Transforming Hearing Test Diagnosis Through Machine Learning

Originally created by Dave Gray at

XPLANE®

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AudiometricAI: Transforming Hearing Test Diagnosis Through Machine Learning

AudiometricAI revolutionizes hearing health by leveraging machine learning. Predicting outcomes based on patient data, it offers a cost-effective and accessible alternative to traditional check-ups. The user-friendly app addresses concerns of time constraints and uncertainty, fostering a proactive approach to monitoring hearing health and promoting environmental protection through the reduction of clinic visits.

What do they THINK and FEEL?

WHO are we empathizing with?

Who is the person we want to understand?
What is the situation they are in?
What is their role in the situation?

People who may experience anxiety or uncertainty about the accuracy of self-diagnosis and wish for a reliable and convenient alternative.

Individuals concerned about changes in their hearing health.

Users seeking a more accessible and cost-effective solution for monitoring their hearing.

Navigate online resources effectively to find reliable and accurate information about hearing health.

Seek and adopt a more accessible and cost-effective solution for monitoring hearing health.

Prioritize regular hearing check-ups despite a busy schedule.

What do they need to DO?

What do they need to do differently?
What job(s) do they want or need to get done?
What decision(s) do they need to make?
How will we know they were successful?

What do they HEAR?

What are they hearing others say?
What are they hearing from friends?
What are they hearing from colleagues?
What are they hearing second-hand?

Social chatter: Monitoring hearing health without frequent clinic visits is a common topic.

Workplace buzz: Awareness of health apps, with skepticism about their accuracy.

Colleagues are discussing the potential impact of AudiometricAI in the healthcare industry, highlighting its ability to assist medical professionals in making informed decisions based on patient characteristics.

Widely heard: Reliable hearing tests come from medical professionals.

1. "Peers and colleagues are sharing success stories of patients who saved time and money by using AudiometricAI for their hearing tests."
2. "The buzz around AudiometricAI includes benefits like easy accessibility, cost savings, and accurate hearing predictions."

GOAL

Stakeholder : Patients

Time-Consuming
Traditional tests may involve long waiting times at the clinic.

Time Savings
Eliminates the need for multiple doctor visits and long waiting times.

Uncertainty
Not Knowing the outcome of hearing tests can be stressful and anxiety-inducing

Certainty
AudiometricAI provides quick and accurate predictions, reducing anxiety.

Stakeholder : Medical Professionals

Financial Burden
Not Knowing the outcome of hearing tests can be stressful and anxiety-inducing

Accessibility
Allows patients to get tested from the comfort of their homes.

Data Overload
Managing and interpreting patient data can be overwhelming and time-consuming.

Data Insights
Provides medical professionals with insights into patient characteristics and trends, aiding in better decision-making.

What other thoughts and feelings might influence their behavior?

Concerns about potential hearing issues may drive a proactive approach to monitoring and seeking solutions.

Frustrations with the inconvenience of traditional check-ups could motivate individuals to explore more accessible and efficient monitoring alternatives.

In the marketplace, they notice the emergence of AudiometricAI as an innovative solution for predicting hearing test outcomes. They might see advertisements, reviews, and discussions related to our project.

They observe that others are discussing the accuracy and efficiency of AudiometricAI in predicting hearing results. Some individuals are actively using our application and sharing their experiences with friends and family.

In their immediate environment, they see the opportunity to avoid time-consuming and costly doctor visits for hearing tests by using our web application. They also notice the convenience of remote testing.

They are likely watching news about advancements in healthcare technology, particularly in diagnostics. They are also reading articles and reviews about AI-powered medical applications and their effectiveness in predicting health outcomes.

What do they SEE?

What do they see in the marketplace?
What do they see in their immediate environment?
What do they see others saying and doing?
What are they watching and reading?

What do they SAY?

What have we heard them say?
What can we magine them saying?

Communicate uncertainty regarding the reliability of online self-diagnosis tools.

Articulate a desire for a more accessible and cost-effective method to monitor hearing health without frequent doctor visits.

Express concern about time constraints impacting regular check-ups for hearing health.

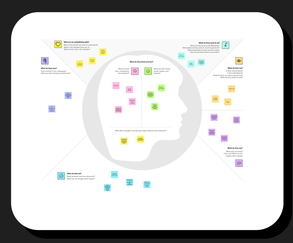
What do they DO?

What do they do today?
What behavior have we observed?
What can we imagine them doing?

Boost public awareness through educational campaigns, highlighting tech solutions for convenient and reliable hearing health checks.

Foster a community for hearing health through events and forums, facilitating user engagement and information sharing.

Increased adoption of self-monitoring tools for proactive health management.



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