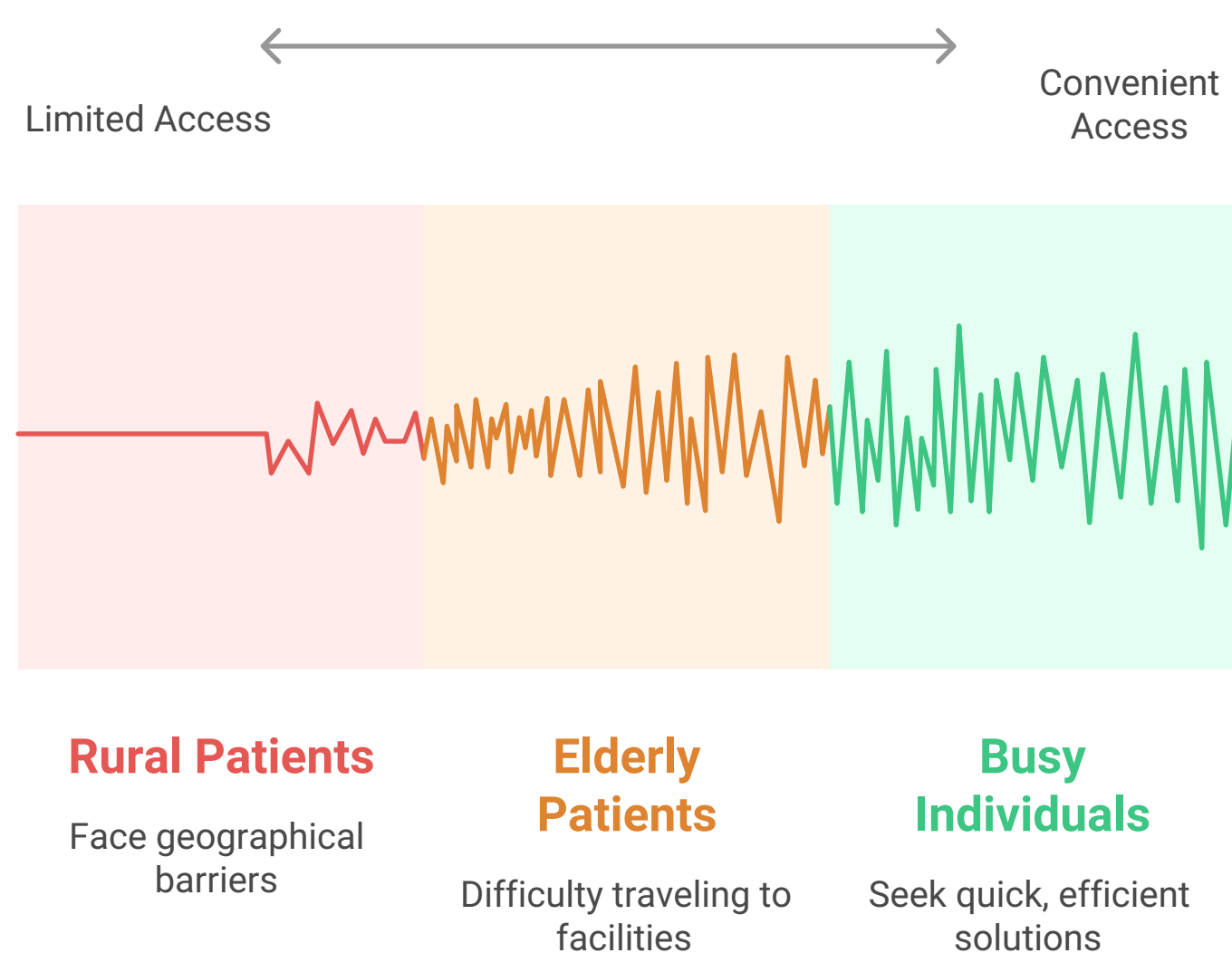


HealthAI: Ideation Phase

This document outlines the ideation phase for a HealthAI project, focusing on empathizing with target users, identifying key problems, and framing "How Might We" questions to guide the development of effective and user-centric solutions. The goal is to create an AI-powered health tool that is accessible, reliable, and addresses the specific needs of underserved populations.

Empathize & Discover

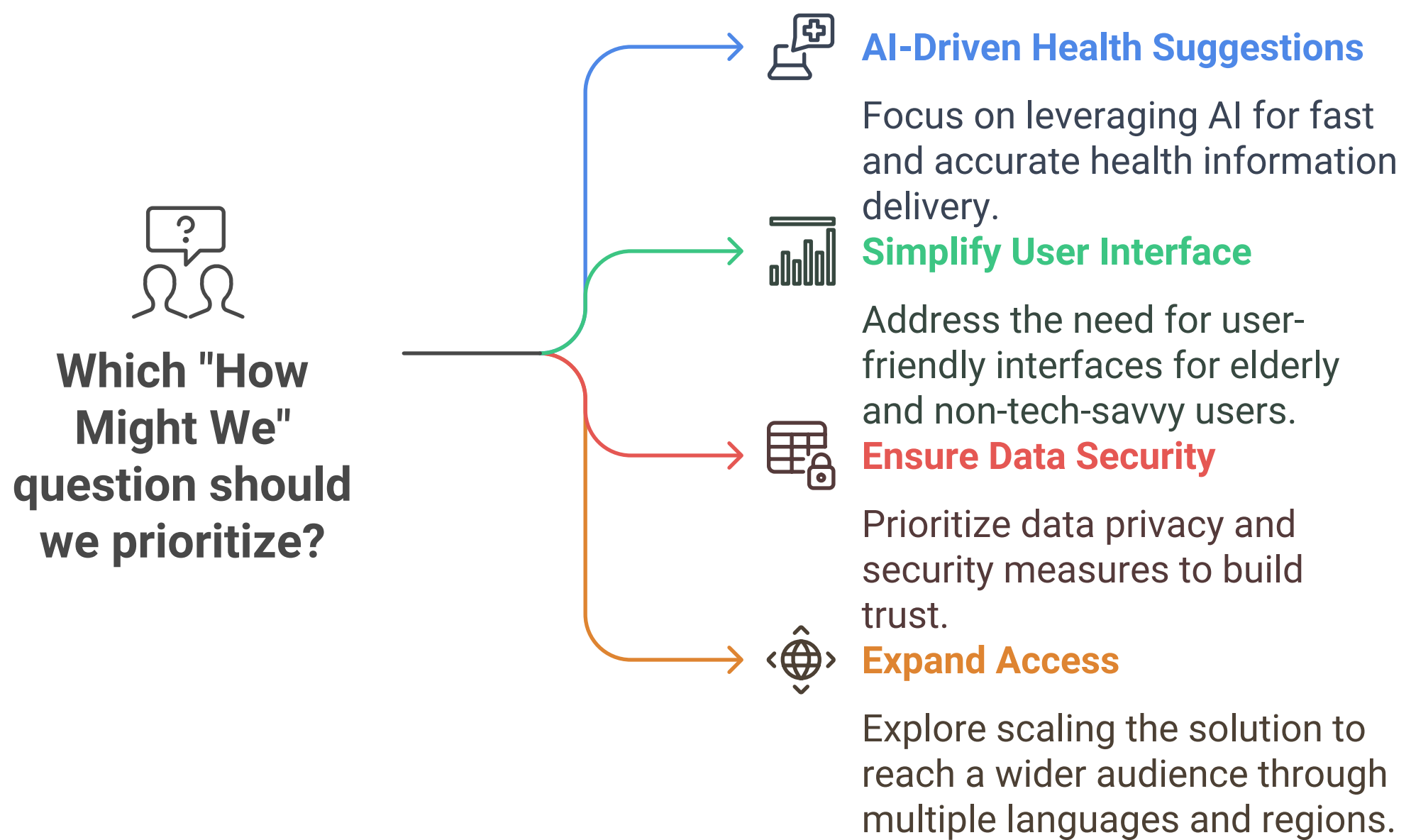


! Problem Statements

Based on our observations, we identified the following key problem statements:

- **Lack of timely and reliable medical advice:** Users struggle to access accurate and prompt medical guidance when they need it most.
- **Overwhelming and unverified health information online:** The abundance of online health information, often lacking credibility, leads to confusion and misinformation.
- **Complexity of digital tools for non-tech users:** Existing digital health tools are often too complex and difficult for elderly or non-tech-savvy individuals to use effectively.
- **Concerns around privacy and safety of health data:** Users are hesitant to adopt digital health solutions due to concerns about the privacy and security of their personal health data.

How Might We (HMW) Questions



✓ Outcome of Ideation Phase

The ideation phase has yielded the following outcomes:

- **Gained a clear understanding of real user problems:** We have developed a deep understanding of the challenges faced by our target users in accessing and utilizing healthcare resources.
- **Framed meaningful "How Might We" questions:** We have formulated a set of focused questions that will guide the development of innovative and effective solutions.
- **Set a focused direction for developing effective solutions:** We have established a clear direction for the project, focusing on creating an AI-powered health tool that is accessible, reliable, and addresses the specific needs of underserved populations.

This ideation phase provides a solid foundation for the next stages of the HealthAI project, including prototyping, testing, and refinement. By continuing to prioritize user needs and address the identified problem statements, we can develop a valuable tool that improves access to healthcare and empowers individuals to make informed decisions about their health.