

Empathy Map Canvas for Docspot

DATE	22JUN 2025
TEAM ID	LTVIP2025TMID30950
PROJECT NAME	DOCSPOT SEAMLESS APPOINTMENT BOOKING FOR HEALTH

User Profile

User Type: Patients, Healthcare Providers, Caregivers

Demographics:

Age: Varies (young adults to seniors)

Gender: All genders

Location: Urban and rural areas

Health Status: Varies (general health, chronic conditions)

Empathy Map Sections

1. Says

What do users say about their experiences with appointment booking?

"I want an easy way to book my appointments online."

"I often forget my appointments because I don't receive reminders."

"The current system is too complicated and time-consuming."

2. Thinks

What are users thinking but not saying?

"I hope this new system will save me time and reduce stress."

"I'm concerned about the security of my personal health information."

"I wish I could find a doctor who understands my specific needs."

3. Does

What actions do users take in the appointment booking process?

- Searching for healthcare providers on various platforms.

- Calling clinics to check availability and book appointments.
- Using multiple apps to manage their health and appointments.

4. Feels

What emotions do users experience during the booking process?

- Frustration when navigating complex systems.
- Anxiety about missing important appointments.
- Relief when successfully booking an appointment.



5. Pains

What are the challenges and pain points users face?

- Difficulty in finding available time slots that fit their schedule.
- Lack of real-time updates on appointment availability.
- Inadequate reminders leading to missed appointments.

6. Gains

What benefits do users seek from an ideal appointment booking system?

- A user-friendly interface that simplifies the booking process.
- Automated notifications and reminders for upcoming appointments.
- Access to a variety of healthcare providers in one centralized platform.

NEXT STEP

- **User Research:** Conduct interviews and surveys to gather more insights from potential users.
- **Prototype Development:** Create a prototype based on the findings from the empathy map.
- **Testing:** Test the prototype with real users to validate assumptions and gather feedback for improvements.