# Ideation Phase
## Empathize & Discover

| | |
|---|---|
| Date | 27 JUNE 2025 |
| Team ID | LTVIP2025TMID31916 |
| Project Name | HealthAI-Intelligent Healthcare Assistant Using IBM Granite |
| Maximum Marks | 4 Marks |

Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviors and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

Example:



# HealthAI – Empathy Map

## USER PERSONA

Priva, 29
Non-techical working professional

Uses HealthAI for Symptom checking.
health guidance, personalized
treatment lans

- Feds concerned, curious
  slightly anxlous
- Wishes reassurance/clarity

## SEE

- Online confusion: conflicting answers,
  unrellable websites
- Friends using fithessfhealth apps
- Rising interest in Al-driven apps
- Sees concerned; curious, slightly aux-
  cuat ⦿ Visnʃng
       rorasautrance and clarily

## HEAR

- "Al can help with health
  but be careful with it,"
- "Consult a doctor before Ьiving
  online tools"
- Using apps track in hr vitals and
  habits
- Sourcs family, YouTube, and
  healthcare workers

## SAY & DO

- Ask fi "is app really help me"
- Use the chatbot to fest basic
  questions first.
- Tyee⊙      Disease Prodiction based
  on mild symptoms,
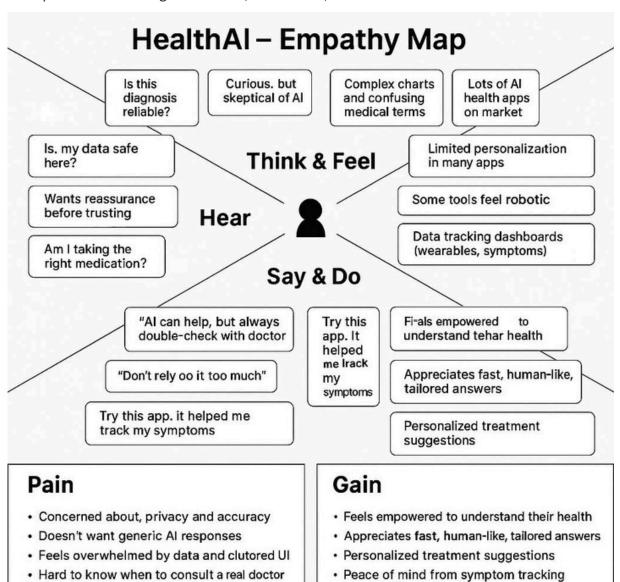- Explore graphs in Headth Analytics
  Tab

## PAINS

- Don't vant genericór robolic responses
- Worried about arivacy and accuracy
- Feel overwhelmed if UI is clutterd
- Natiull to si Al a dnuturd Aba

## GAINS

- Fast, human-like answers
- Personalized treatment plan based
  on real conditions
- Visual Insight; from vitals that; fool

Reference: https://www.mural.co/templates/empathy-map-canvas

Example: Understanding User Needs, Pain Points, and Behavior"

# HealthAI – Empathy Map

## Think & Feel

- Is this diagnosis reliable?
- Curious. but skeptical of AI
- Complex charts and confusing medical terms
- Lots of AI health apps on market
- Is. my data safe here?
- Limited personalizartion in many apps
- Wants reassurance before trusting
- Some tools feel robotic
- Am I taking the right medication?
- Data tracking dashboards (wearables, symptoms)

## Hear

## Say & Do

- "AI can help, but always double-check with doctor"
- Try this app. It helped me Irack my symptoms
- Fi-als empowered to understand tehar health
- "Don't rely oo it too much"
- Appreciates fast, human-like, tailored answers
- Try this app. it helped me track my symptoms
- Personalized treatment suggestions

## Pain

- Concerned about, privacy and accuracy
- Doesn't want generic AI responses
- Feels overwhelmed by data and clutored UI
- Hard to know when to consult a real doctor
- Struggies to understand medical terminology

## Gain

- Feels empowered to understand their health
- Appreciates fast, human-like, tailored answers
- Personalized treatment suggestions
- Peace of mind from symptom tracking and predictions