

Ideation Phase

Empathize & Discover

Date	1 July 2025
Team ID	LTVIP2025TMID40123
Project Name	cleantech: transforming waste management with transfer learning
Maximum Marks	4 Marks

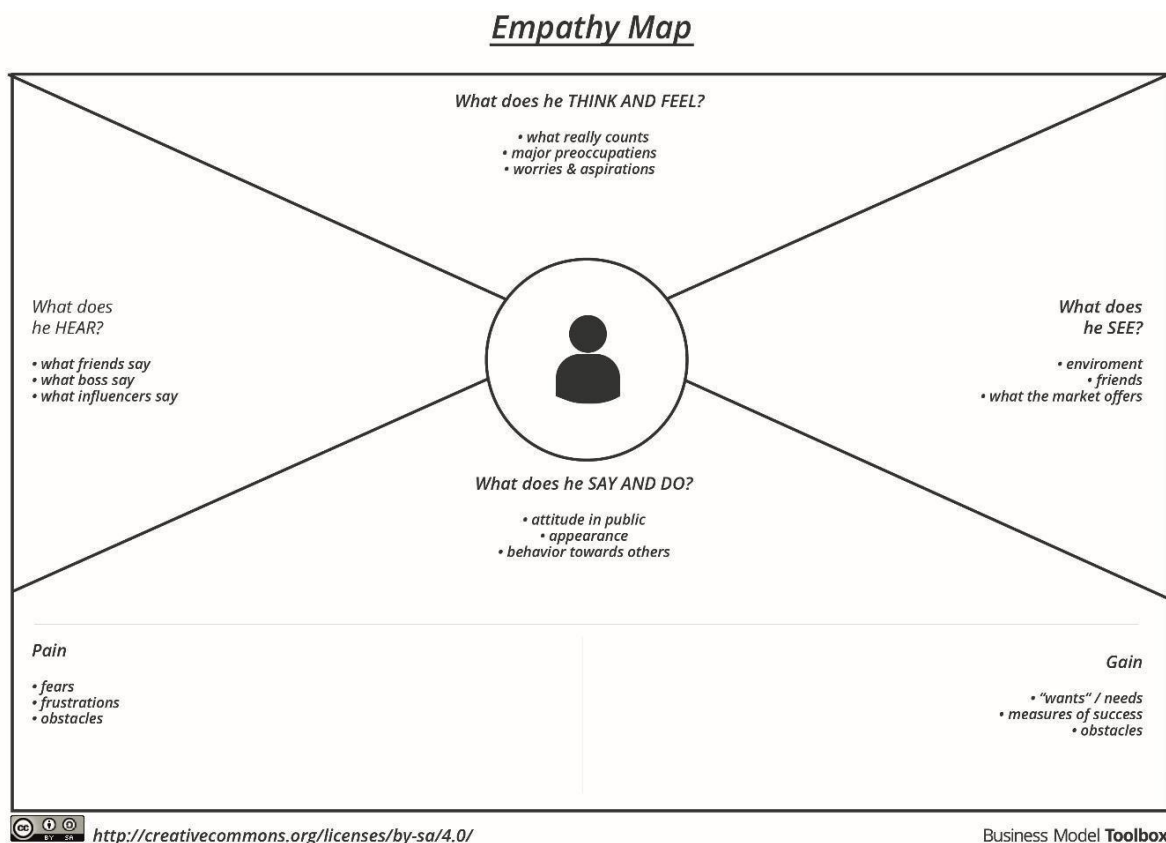
Empathy Map Canvas:

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

It is a useful tool to help 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:



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


Example: Food Ordering & Delivery Application

Template



Empathy map canvas

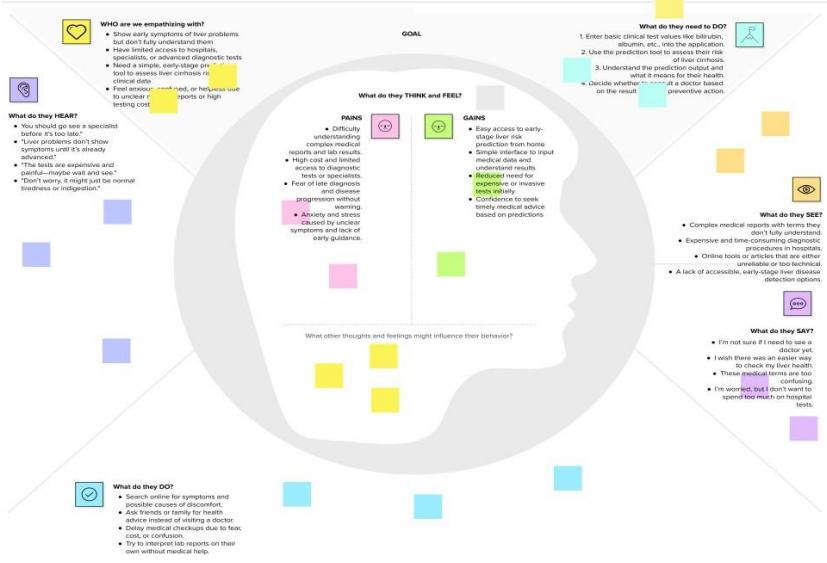
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Dave Gray at 

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Develop shared understanding and empathy


To develop shared understanding and empathy, we focus on the user's real struggles—fear of late diagnosis, confusion with medical terms, and lack of affordable early screening. By recognizing these challenges, our liver cirrhosis prediction system aims to provide a simple, accessible, and reliable tool that helps users make informed health decisions with confidence.



The diagram is an Empathy Map Canvas for a liver cirrhosis prediction system. It features a central silhouette of a person's head, divided into sections for different types of user insights. Surrounding the silhouette are various colored sticky notes representing user feedback. The sections include:

- WHO are we empathizing with?** (Yellow sticky notes):
 - Show early symptoms of liver problems but don't fully understand them
 - Have limited access to hospitals, specialists, or advanced diagnostic tests
 - Need a simple, early-stage prediction tool to assess liver cirrhosis in clinical data
 - Fear emergency treatment, or because use to uncover if reports or high testing cost
- What do they HEAR?** (Blue sticky notes):
 - "You should go see a specialist before it's too late."
 - "Liver problems don't show symptoms until it's already advanced"
 - "The tests are expensive and painful—maybe wait and see."
 - "Don't worry, it might just be normal tiredness or indigestion."
- What do they THINK and FEEL?** (Pink and Green sticky notes):
 - PAINS** (Pink):
 - Difficulty understanding complex medical reports and lab results.
 - High cost and limited access to diagnostic tests or specialists.
 - Fear of late diagnosis and disease progression without warning.
 - Anxiety and stress caused by unclear symptoms and lack of early guidance.
 - GOALS** (Green):
 - Easy access to early-stage liver risk prediction from home
 - Simple interface to input medical data and understand results
 - Reduced need for expensive or invasive tests initially
 - Confidence to seek timely medical advice based on predictions
- What do they DO?** (Blue sticky notes):
 - Search online for symptoms and possible causes of discomfort.
 - Ask friends or family for health advice instead of visiting a doctor.
 - Delay medical checkups due to time, cost, or confusion.
 - Try to interpret lab reports on their own without medical help.
- What do they need to DO?** (Yellow sticky notes):
 1. Enter basic clinical test values like bilirubin, albumin, etc., into the application
 2. Use the prediction tool to assess their risk of liver cirrhosis.
 3. Understand the prediction output and what it means for their health
 4. Decide whether to consult a doctor based on the result
- What do they SEE?** (Orange sticky notes):
 - Complex medical reports with terms they don't fully understand.
 - Expensive and time-consuming diagnostic procedures in hospitals.
 - Online tools or devices that are either unreliable or too technical.
 - A lack of accessible, early-stage liver disease detection options.
- What do they SAY?** (Purple sticky notes):
 - "I'm not sure if I need to see a doctor yet."
 - "I wish there was an easier way to check my liver health."
 - "These medical terms are too confusing."
 - "I'm worried, but I don't want to spend too much on hospital tests."

What other thoughts and feelings might influence their behavior?



Need some inspiration?

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[Open example](#)

