

Ideation Phase

Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID38995
Project Name	Revolutionizing Liver Care : Predicting Liver Cirrhosis Using Adavanced Machine Learning
Maximum Marks	4 Marks

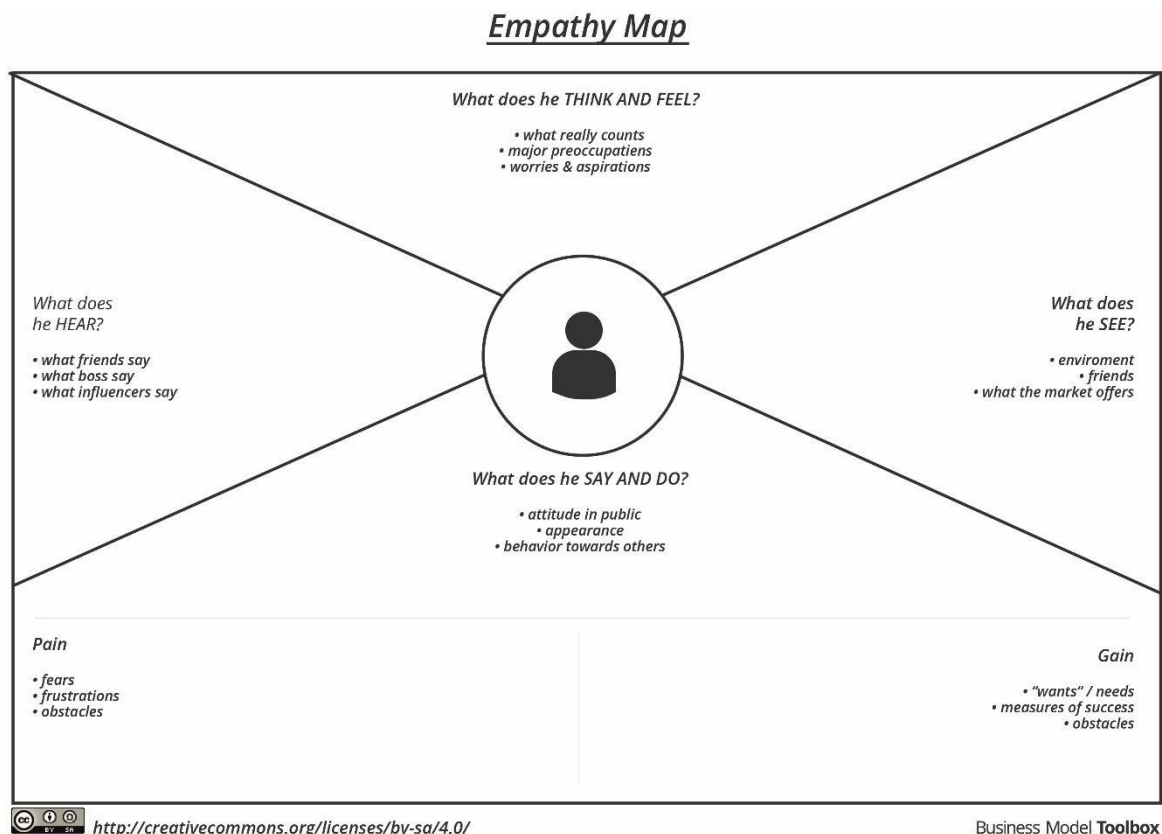
Empathy Map Canvas:

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 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:



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


Example: Food Ordering & Delivery Application

Template



Empathy map canvas

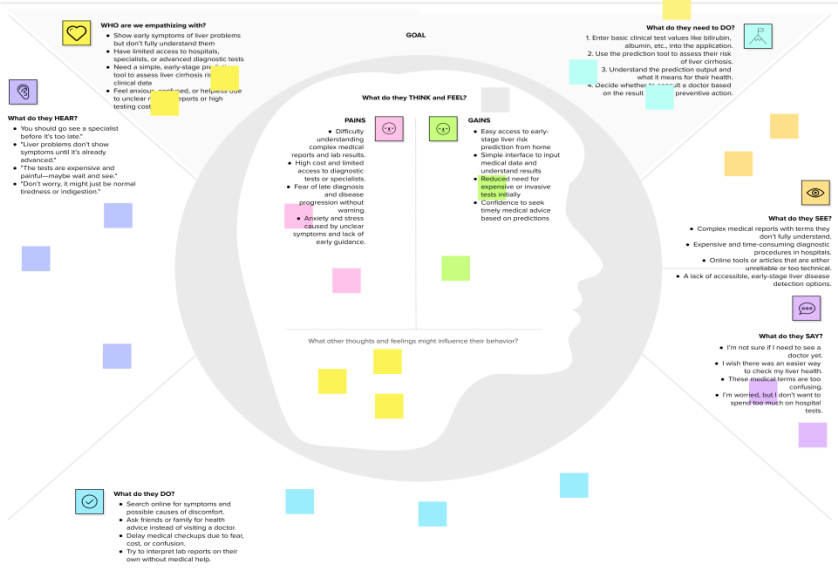
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

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 and shoulders, facing right. The canvas is divided into several sections by lines radiating from the center, each with a specific focus area and a list of user insights. The sections are:

- GOAL** (top right): Focuses on what the user needs to do. Insights include entering clinical test values, using the prediction tool, understanding the prediction output, and deciding whether to take preventive action.
- What do they THINK and FEEL?** (center): Divided into **PAINS** (left) and **GAINS** (right). Pains include difficulty understanding medical reports, high cost, fear of late diagnosis, and anxiety. Gains include easy access to early-stage liver risk, single interface for input, reduced need for expensive tests, and confidence in advice.
- What do they HEAR?** (left): Focuses on what the user hears from others. Insights include advice to see a specialist, concerns about liver problems, and comments on the cost and pain of tests.
- What do they DO?** (bottom left): Focuses on actions the user takes. Insights include searching online for symptoms, asking friends for advice, checking medical checkups, and trying to interpret lab reports.
- What do they SEE?** (right): Focuses on what the user sees in their environment. Insights include complex medical reports, expensive diagnostic procedures, online tools/articles, and a lack of accessible early-stage detection options.
- What do they SAY?** (bottom right): Focuses on what the user says. Insights include uncertainty about seeing a doctor, a wish for an easier way to check health, confusion from medical terms, and a reluctance to spend too much on hospital tests.
- What other thoughts and feelings might influence their behavior?** (bottom center): A space for additional insights, currently containing several yellow sticky notes.



Need some inspiration?
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