# Empathy Map Canvas – HealthAI

Date: 25 JUNE 2025

Team ID: LTVIP2025TMID34578

Project Name: HealthAI

Maximum Marks: 4

# User Persona

Name: Dhanush

Age: 34

Occupation: IT Professional

Location: Urban India

Health Concern: Frequently experiences minor symptoms but lacks time to consult a doctor regularly.

## THINKS & FEELS

* Wonders if minor aches are symptoms of something serious or just daily fatigue.
* Feels overwhelmed by the sheer volume of health information online, much of it contradictory.
* Wants a reliable, concise source for health information without the scare tactics.
* Believes AI could be helpful, but fears it might replace human medical advice or be impersonal.
* Values privacy and security of health data above all.

## SEES

* Targeted ads for miracle cures and quick fixes for health issues.
* Social media posts from friends discussing new diets or health fads.
* Breakthroughs in AI research applied to medical diagnostics.
* Long queues and crowded waiting rooms at clinics.
* Confusing medical jargon on official health websites.

## SAYS & DOES

* "Is this headache just stress, or something worse?"
* "I need to quickly check if this symptom needs a doctor's visit."
* Juggles work deadlines, often sacrificing personal health appointments.
* Relies on quick internet searches for immediate health queries.
* Asks family and friends for home remedies before considering professional help.
* Attempts to self-diagnose based on incomplete information.

## HEARS

* "Early detection saves lives."
* "Technology is transforming healthcare."
* "Don't ignore persistent symptoms."
* Warnings about data breaches and privacy concerns with online services.
* Success stories of AI assisting doctors in diagnosis.

## PAINS

* Difficulty distinguishing between serious and minor symptoms.
* The time and cost associated with routine doctor visits for minor concerns.
* Receiving generic, unhelpful responses from symptom checkers.
* Anxiety stemming from misinterpreting online medical information.
* Lack of personalized, actionable health guidance.
* Uncertainty about data security with health applications.

## GAINS

* Instant, personalized AI advice for preliminary symptom assessment.
* Clear, easy-to-understand explanations of potential conditions.
* Recommendations on when to seek immediate medical attention versus self-care.
* Visualization of personal health trends (e.g., heart rate, sleep patterns).
* Proactive suggestions for maintaining wellness based on health data.
* Peace of mind knowing health data is secure and private.
* Actionable steps for managing minor health issues at home.

# Summary

This empathy map helped the HealthAI team understand real-world user behavior and challenges. It shaped features like:

* Patient Chat for Q&A: Providing quick, context-aware answers to immediate health queries.
* Disease Prediction: Offering preliminary, personalized symptom assessment with clarity on severity and next steps.
* Health Analytics dashboard: Visualizing individual health trends and providing data-driven insights.
* Treatment Plan generator: Delivering personalized, actionable recommendations for minor conditions and lifestyle adjustments.

These ensure HealthAI remains human-centered, accessible, trustworthy, and prioritizes data privacy, empowering users like Dhanish to manage their health proactively and make informed decisions.