

Ideation Phase

Empathize & Discover

Date	27 June 2025
Team ID	LTVIP2025TMID38893
Project Name	Revolutionizing Liver Care : Predicting Liver Cirrhosis Using Adavanced Machine Learning
Maximum Marks	4 Marks

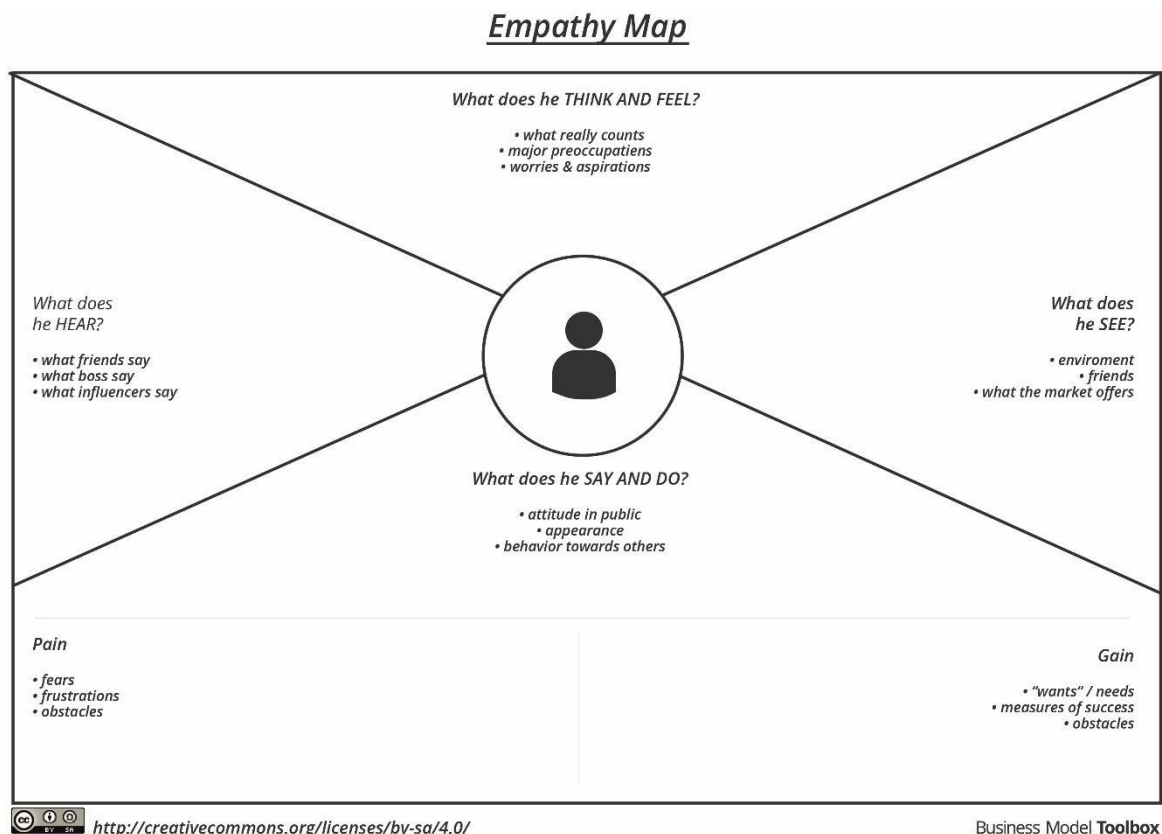
Empathy Map Canvas:

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

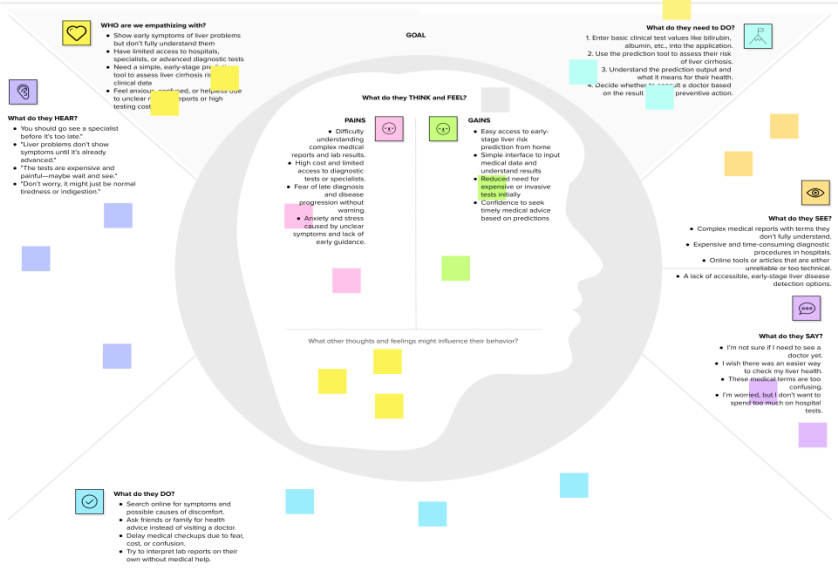
Use this framework to empathize with a customer, user, or any person who is affected by a team's work. Document and discuss your observations and note your assumptions to gain more empathy for the people you serve.

Originally created by Steve 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 a large circle representing a person's head, divided into sections for different types of insights. The sections are: **GOAL** (top), **What do they THINK and FEEL?** (center), **What do they HEAR?** (left), **What do they DO?** (bottom), **What do they NEED to DO?** (top right), **What do they SEE?** (right), and **What do they SAY?** (bottom right). Each section contains a list of user insights and a corresponding icon. The central section, **What do they THINK and FEEL?**, is further divided into **PAINS** and **GAINS**. The bottom section, **What do they DO?**, includes a sub-section for **What other thoughts and feelings might influence their behavior?** with a list of factors. The diagram is surrounded by a grid of colored squares (yellow, blue, green, red) representing different user segments or personas.



Need some inspiration?
See a visual version of this template to kickstart your ideas.
[Open example](#)

