Ideation Phase Empathize & Discover

Date	21 JUNE 2025
Team ID	LTVIP2025TMID38244
Project Name	Health AI – Intelligent Healthcare Assistant Ussing IBM Granite
Maximum Marks	2 Marks

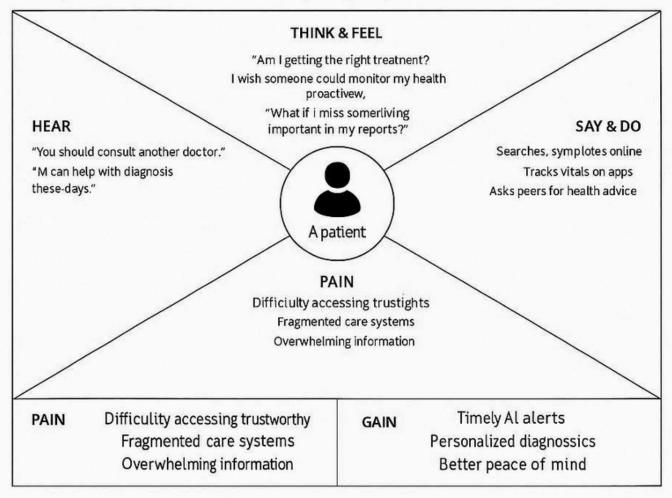
Empathy Map Canvas

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

It is a useful to helping teams teans understand their users.

Creating an effective solution requires understanding their the person who Is experiencing it, it. Exele participants consider how participants consider uset highs, lows, goals, and challenges.

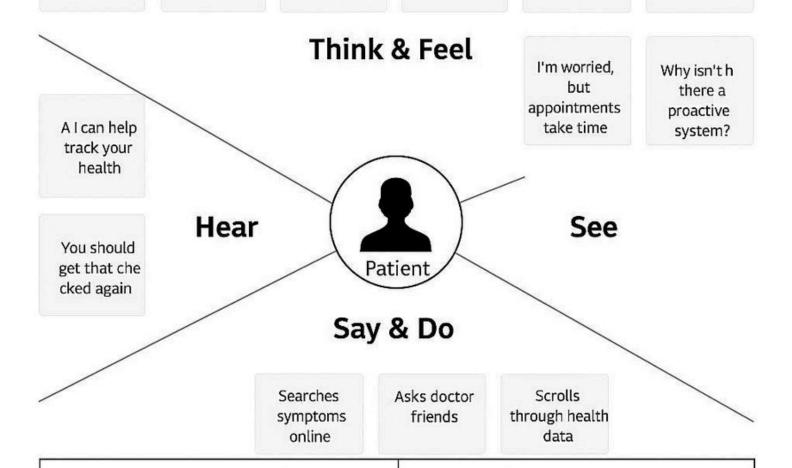
Example: Empathy Map



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

What does my test result mean? What does myjear mean? This is overwhelming I don't want misdiagnossis

How do I tay on top of my health? Why isn't a proactive system?



Pain

Hard to understand medical data

Delay in critical alerts

Lack of personalized care

Too many platforms, no integration

Gain

Simpilified health insights
Al flags issues early
Timely alerts and guidance
Confidence in managing health
independentely