**Ideation Phase**

**Empathy Map Canvas**

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| --- | --- |
| Date | 25 November 2025 |
| Team ID |  |
| Project Name | DocSpot |
| Maximum Marks | 4 Marks |

## **Empathy Map – DocSpot (For Two User Personas)**

### **Persona 1: Clinic Manager / Administrator**

**1. Says** “I need a simple system to manage doctors’ availability.”  
 “Appointments must run smoothly without delays.”

**2. Thinks** “Manual coordination wastes too much time.”  
 “A digital tool should reduce scheduling conflicts.”

**3. Does** Checks doctor schedules, assigns appointments, manages patient flow.  
 Tracks cancellations, updates timings, communicates with staff.

**4. Feels** Stressed during peak hours.  
 Worried about errors or double-bookings.  
 Relieved when processes run smoothly.

**5. Pains** Overbooking issues, poor visibility of schedules, last-minute changes.  
 Time-consuming manual updates.

**6. Gains** A centralized platform, automated scheduling, real-time updates.  
 Higher efficiency and fewer mistakes.

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### **Persona 2: Patient (Digital-first user)**

**1. Says** “I want to find the right doctor quickly.”  
 “Booking should be fast and clear.”

**2. Thinks** “Why should I wait on calls?”  
 “I hope the doctor is available when I need them.”

**3. Does** Searches online for clinics/doctors.  
 Books appointments through mobile or web.  
 Checks reviews, timings, and directions.

**4. Feels** Impatient if the process is slow.  
 Anxious about wait times.  
 Satisfied when booking is instant.

**5. Pains** Confusing appointment systems, long queues, outdated information.  
 Difficulty finding availability at preferred times.

**6. Gains** Instant booking, clear doctor profiles, reminders, and smooth check-in.  
 Less waiting, more control over the experience.