Vision: To decrease the mortality rate of the patients suffering from liver diseases.

ر د	1. CUSTOMER SEGMENT(S)	6. CUSTOMER LIMITATIONS	5. AVAILABLE SOLUTIONS AS
Define CS, fit into CL	The people who often do there health check up to diagnosis diseases, people suffering from early stages of liver diseases and those who can't afford to take medical test in the hospitals.	Patient don't know the early symptoms of liver diseases, high cost of full body check-up and finding the diseases at later stage	Prediction of diseases with mid stages by regular body checkup.
d RC	2. PROBLEMS / PAINS PR	9. PROBLEM ROOT / CAUSE	7. BEHAVIOR + ITS INTENSITY BE
tap into BE, understand RC	We predict the disease at early stages. Thus, they can receive proper treatment. We will use the	People will think health check-up are bad investment as they are expensive. So regular health	Do health check-up if they find any abnormality in their body
k, tap into E	data that is obtained mostly from the blood test which avoid full body check-up.	check-up are rare among people	
Focus on PR,			
	3. TRIGGERS TO ACT	10. YOUR SOLUTION	8. CHANNELS of BEHAVIOR
TR & EM	When they people who are suffering for same disease and end their life miserly	We can construct a predictive model for the early diagnosis of the liver diseases with the help of protein, glucose, albumin etc	Customer contact the Doctors with the help of social media
Identify strong TR & EM	4. EMOTIONS BEFORE / AFTER Frustration, fear of death and helplessness		OFFLINE Customer often ultimately visit the nearby hospital or contact doctor via magazines/newspaper