STAGE	AWARENESS	CONSIDERATION	PURCHASE	ONBOARDING	ADVOCACY
USER ACTION	Asks advice/ suggestions from experts from doctors	Doing liver related tests Eg:Billirubin, creatine	Purchase of proper & suggested treatment medicines either online/offline	If liver disease,changing life style to healthy one & in take of proper medicine	Medical advice from doctors &suggestion to others for following a healthy diet
TOUCH POINTS	Online web application	Main input page ,result page	Checkout of medicines in online,mode of payment.Buy of medicines in offline payment	-	Customer feedback, customer review
EMOTIONS	Fear	Pain	Anxiety	Happy	Rejoicing
PAIN POINTS	-	No suggestion module page, no further information	Checkout page does not support all calls	-	No direct calling or visiting of doctor, making an appointment
SOLUTIONS	-	Creating a suggestion module is affected by telling proper diet	Clarify checkout page to show accepted payment option	-	Create a solution where they can approach a doctor giving first preference