

**Project : statistical machine
learning approaches to liver
disease**

Team I'd: PNT2022TMID49098

**topic. : Project design phase -I
Problem solution fit**

CUSTOMER SEGMENT

people of 40 -50 ages

JOBS TO BE DONE

- ▶ Diarrhea
- ▶ Very yellow eyes or skin
- ▶ Discomfort or pain on the right side of your abdomen

TRIGGERS

- ▶ Heavy alcohol use
- ▶ Obesity
- ▶ Tattoos or body piercings

BEFORE EMOTIONS

- ▶ Fear
- ▶ Depression
- ▶ Pain

AFTER EMOTIONS

- Fearless
- Happy
- Painless

AVAILABLE SOLUTIONS

- ▶ Stopping alcohol use or losing weight

CUSTOMER CONSTRAINTS

- ▶ Balanced diet
- ▶ Avoiding alcohol
- ▶ Drinking lots of water

BEHAVIOUR

- ▶ Fatigue
- ▶ Mood disorders
- ▶ Sleep disturbance

CHANNELS OF BEHAVIOUR

- ▶ Online:
 - ▶ Apps & video chat and call
 - ▶ Ex: hearing suggestion from doctor
- ▶ Offline:
 - ▶ Test & scan
 - ▶ Ex: direct to meet the doctor , getting medicine

PROBLEMS ROOT CAUSE

- ▶ Using caution when getting tattoos or piercings and making sure single use tools are used
- ▶ Avoiding sharing needles

YOUR SOLUTIONS

- ▶ Some liver problems can be treated with lifestyle modifications ,such as stopping alcohol use or losing weight ,typically as part of a medical program that includes careful of liver functions