Empathy map
Statistical Machine Learning Approaches to Liver Disease Prediction

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Method of diagnosis

Treatment for liver diseases

Is the prediction accurate?

Reliability

What do they
HEAR?
what friends say
what boss say
what influencers say

Necessity for accurate data

Is it better than consulting a doctor?

Validity of the results

What do they
SEE?
environment
friends
what the market offers

Simplified overview for understanding

Condition of the Liver

Application of data science in medical industry

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Track of liver's health

Could be treated early

Requirement of doctor's opinon

Condition of the liver

PAIN
fears
frustrations
obstacles

Chronic disease

False results

GAIN
"wants" / needs
measures of success
obstacles

Detection in the early stage

Ease of diagnosis