STAGE	AWARENESS	CONSIDERATION	PURCHASE	ONBORADING	ADVOCACY
USER ACTION	Asks Advice /suggestions from Experts and Doctors based on the symptoms.	Doing Liver Related tests Eg: Bilirubin, creatine	Purchase of proper and suggested treatment medicines Either online or offline	If liver disease ,changing lifestyle to healthy one and intake of proper medicines	Medical advice from doctors and 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 Mode of 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 cards	-	No direct calling or visiting of doctor, making an appointment
SOLUTIONS	-	Creating a suggestion module is affected by telling proper diet ,do & don'ts here after.	Clarify checkout page to show accepted payment option	-	Create a solution Where they can approach a doctor giving first preference