

# Project Design Phase

## Problem – Solution Fit Template

Date	29 June 2025
Team ID	LTVIP2025TMID60884
Project Name	Revolutionizing Liver Care: Predicting Liver cirrhosis using Advanced Machine Learning Techniques
Maximum Marks	2 Marks

## Problem Solution Fit Template

### Revolutionizing Liver Care

#### 1. Customer Segment

Who is experiencing the problem?

Patients with chronic liver diseases (e.g., cirrhosis, fatty liver, hepatitis)

Caregivers and families of liver disease patients

Primary care physicians and hepatologists

Rural and underserved populations with limited access to liver diagnostics

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#### 2. Problem Description

What are the top 1-3 problems your customers face?

**Delayed Diagnosis:** Liver diseases often go undetected until advanced stages due to lack of early symptoms and limited screening tools.

**Fragmented Care:** Lack of integrated care and data-sharing between healthcare providers leads to poor patient management.

**Cost & Accessibility Barriers:** Expensive diagnostic tests, travel for specialty care, and unavailability of liver specialists in remote areas.

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### **3. Current Alternatives**

**How are customers currently trying to solve their problem?**

**Periodic visits to general practitioners with limited liver-specific screening**

**Referrals to specialists (often delayed or skipped)**

**Relying on basic liver function tests (LFTs) without predictive analytics**

**Internet-based self-diagnosis or ignoring symptoms due to awareness gaps**

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### **4. Your Solution**

**How do you solve their problems in a new or significantly better way?**

**AI-Powered Liver Health Risk Prediction Tool: Uses patient data (labs, imaging, history) to detect early risk signs**

**Remote Monitoring & Tele-Herpetology: Connected devices and mobile apps for continuous care and specialist consultation**

**Integrated Patient Journey Platform: From symptom tracking to specialist connection and personalized care pathways**

**Affordable Screening Kits: Community-based liver health diagnostics and home sample collection**

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### **5. Behavioral Insight**

**What existing behaviors can your solution align with?**

**Rising use of mobile health apps and wearable devices**
















**Increased health awareness post-COVID**

**Government and NGO outreach programs for NCDs (Non-Communicable Diseases)**

**Families supporting chronic disease management at home**

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## Template:

<b>CUSTOMER</b> <small>WHO DO YOU SERVE?</small> 	<b>PROBLEM</b> <small>WHAT IS THE PROBLEM YOUR CUSTOMER HAS?</small> 	<b>SOLUTION</b> <small>WHAT DO YOU OFFER YOUR CUSTOMER? WHAT DOES YOUR CUSTOMER GET?</small> 	<b>MESSAGE</b> <small>WHAT IS YOUR STORY? HOW DOES YOUR CUSTOMER HEAR IT?</small> 	<b>REVENUE</b> <small>HOW DO YOU MAKE MONEY FROM YOUR CUSTOMER?</small> 
	<b>ALTERNATIVES</b> <small>HOW IS YOUR CUSTOMER CURRENTLY SOLVING THE PROBLEM? WHAT ARE THE ALTERNATIVE SOLUTIONS TO THE PROBLEM? WHAT'S THE COMPETITION?</small> 	<b>BENEFIT</b> <small>WHY DOES YOUR CUSTOMER WANT YOUR PRODUCT OR SERVICE? HOW DO YOU SOLVE THE PROBLEM?</small> 	<b>DISTRIBUTION</b> <small>HOW DOES YOUR PRODUCT OR SERVICE GET TO YOUR CUSTOMER?</small> 	
		<b>ADVANTAGE</b> <small>WHAT GIVES YOU THE EDGE OVER THE ALTERNATIVES? WHY ARE YOU THE BEST PERSON TO DO THIS?</small> 		NAME _____ <b>CO.STARTERS</b> CANVAS
<b>STARTUP NEEDS</b> <small>WHAT ARE YOUR ONE-TIME NEEDS TO GET STARTED (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?</small>   			<b>COSTS</b> <small>WHAT ONGOING NEEDS ARE ESSENTIAL TO KEEP YOU GOING (MONEY, PEOPLE, THINGS, TECHNOLOGY, ACTIVITIES)?</small>   	

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