**Ideation Phase**

**Empathize & Discover**

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| Date | 25 June 2025 |
| Team ID |  |
| Project Name | Revolutionizing Liver Care: Predicting Liver Cirrhosis using Advanced Machine Learning Techniques |
| Maximum Marks | 4 Marks |

**Empathy Map Canvas:**

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user’s behaviours and attitudes.

It is a useful tool to helps teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user’s perspective along with his or her goals and challenges.

**Example:**

Diagram

Description automatically generated

Reference: <https://www.mural.co/templates/empathy-map-canvas>

**Example: Food Ordering & Delivery Application**

Diagram

Description automatically generated

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| **SAYS:** - “I need accurate tools to detect liver issues early.” - “Manual diagnosis delays treatment.” | **THINKS:** - “What if I miss an early sign of cirrhosis?” - “Technology could assist but must be easy to use.” |
| **DOES:** - Reviews reports, checks bilirubin/albumin levels manually - Relies on medical history for decision-making | **FEELS:** - Frustrated with late-stage diagnosis - Stressed under workload - Hopeful for AI-based assistance |