Ideation Phase
Empathize & Discover

Date	21 June 2025
Team ID	LTVIP2025TMID41434
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.

WHO are we empathizing with?
Patients at risk of liver cirrhosis and doctors struggling with late diagnosis.

What do they need to DO?
Get diagnosed early and accurately for liver cirrhosis using accessible, data-driven tools. Doctors need assistance in identifying high-risk patients before complications arise.

What do they THINK and FEEL?

GAINS
Early Detection Using ML
Affordable and Non-Invasive
Empowers Healthcare Professionals
Accessible in Rural Settings
Data-Driven Decision Making

PAINS
Late Diagnosis
Lack of Awareness
Expensive & Invasive Tests
Overwhelmed Healthcare Systems
Data Imbalance in Medical Records

What do they HEAR?
"Fatigue is normal, don't worry." "You just need to rest more." "These results are probably due to age or lifestyle."

What do they SEE?
Patients see expensive tests, delayed results, and minimal awareness. Healthcare professionals see patients coming only after severe symptoms, making treatment harder.

What do they DO?
Rely on general checkups, ignore mild symptoms, and delay hospital visits. Doctors follow standard diagnosis protocols without predictive tools.

What do they SAY?
"I didn't know it was this serious until it was too late." "If only there was a way to catch this early with simple tests."

EMPATHY MAP

SAYS

- Early detection could mean the difference between life and death.
- We need tools that help us act before it's too late.
- Managing cirrhosis patients is complex— we need data-driven support.
- I'm scared of what my diagnosis means

THINKS

- Am I missing any early signs in my patients?
- I hope this technology is accurate and doesn't add workload,
- Could this model give false hope or panic?
- Will this help personalize treatment or just be another alert?

FEELS

- Doctors may feel pressure, hope, and responsibility.
- Patients feel anxious, uncertain, and overwhelmed.
- Everyone involved wants reassurance and clarity,
- There's an emotional need for trust in machine-driven decisions.

DOES

- Clinicians examine clinical data, consult test results, and make treatment plans.
- Patients undergo regular check-ups, lifestyle changes, or treatments,
- Both seek information—but sometimes from different sources and with different goals

PAIN POINTS

- Late-stage detection reduces options for treatment.
- High stejabilite in disnass progression

GAINS

- Earlier interventions, personnalized therapy.
- Efficient use of healthcare resources,