

## Ideation Phase

### Define the Problem Statements

#### Customer Problem Statement Template:

I am	I'm trying to	But	Because	Which makes me feel
a Patient	Understand if I'm at risk of cirrhosis	I don't have access to early testing	Diagnostic tools are costly and limited	Anxious and helpless

I am	I'm trying to	But	Because	Which makes me feel
a doctor in a rural area	detect cirrhosis early in my patients	patients come only in late stages	early symptoms are hard to detect without advanced tools	frustrated and concerned

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	a Patient	Understand if I'm at risk of cirrhosis	I don't have access to early testing	Diagnostic tools are costly and limited	Anxious and helpless
PS-2	a doctor in a rural area	detect cirrhosis early in my patients	patients come only in late stages	early symptoms are hard to detect without advanced tools	frustrated and concerned