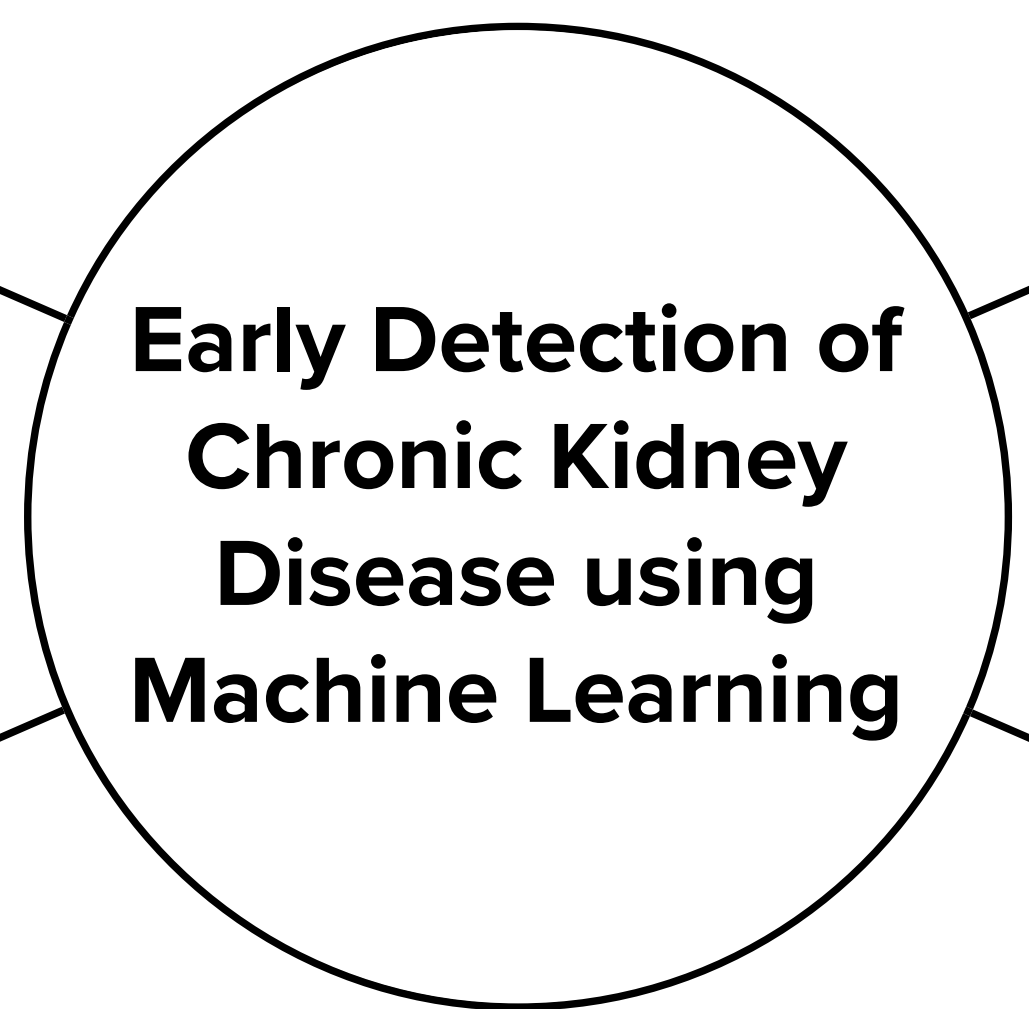


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

- Accurate Result
- Easy To Access
- Quick Result

- Time efficient
- Predicted result is accurate or not
- Expecting a detailed explanation of disease



**Early Detection of Chronic Kidney Disease using Machine Learning**

- We need to fill all fields?
- It won't work with less inputs?
- Any Information leak is there?

- Friendly Interface
- Accurate result
- Display symptoms

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- Can we give feedback?
- Doubting whether it is updated at live time
- Trustworthy or not?

- Is it show accurate result?
- Delaying Progression to kidney failure
- Preventing loss of Kidney Function

**PAIN**

fears  
frustrations  
obstacles

- Each and every field is mandatory
- Lack of trustworthy information from users
- Exploiting available data

**GAIN**

"wants" / needs  
measures of success  
obstacles

- Early Detection of Chronic Kidney Disease
- Help and Support
- The true result is obtained