Define CS, fit into CC

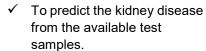**1. CUSTOMER SEGMENT(S)**   CS
- ✓ Patients.

6. CUSTOMER
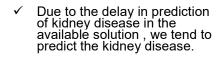- ✓ Health details
- ✓ cash

5. AVAILABLE SOLUTIONS
- ✓ With available health and family health background like blood pressure,age,cardiovascular disorder,family disease,etc..,

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS   J&P
- ✓ To predict the kidney disease from the available test samples.

9. PROBLEM ROOT CAUSE   RC
- ✓ Due to the delay in prediction of kidney disease in the available solution , we tend to predict the kidney disease.

7. BEHAVIOUR   BE
- ✓ Directly related: find the kidney disease at the right time.
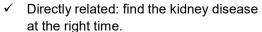- ✓ Indirectly associated: patients will have a relaxation and inner peace.

Focus on J&P, tap into BE, understand RC

Identif

Identify strong TR & EM

3. TRIGGERS `TR`

- ✓ Fast and efficient application
- ✓ User-friendly
- ✓ Early prediction compared to other application leads to faster recovery.

4. EMOTIONS: BEFORE / AFTER `EM`

- ✓ Fear, insecure > confident, in control, satisfactory.

10. YOUR SOLUTION `SL`

In our application ,we get the patient details like blood pressure,diabetes…as inputs and as output we predict whether the kidney disease is detected or not.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

They can search the website for early kidney disease prediction.

8.2 OFFLINE

What kind of actions do customers take offline?

They bring their test samples .