Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

The main users of this project are doctors, nurses, patients and also common people who have some symptoms or like to get tested for CKD.

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

-Costly tests for diagnosis
-Longer time to Detect diseases
-Human error due to negligence
-Lack of skilled doctors

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Diagnosis by doctors and lab technicians manually with the help of various test results

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

-Diagnose the disease in the early stage
-Ensure accurate prediction results
-Design a user friendly interface
-Make the application easily accessible to the customers

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

-Expensive tests for diagnosis
-Unavailability of facilities in hospitals
-Human error in manual diagnosis
-Lack of experience of doctors

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

-Visit the hospital for diagnosis and treatment
-Discuss with friends and relatives about the symptoms
-Search through internet to get insights on the symptoms

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

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Imprecise and expensive test results that make diagnosis slower.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before: Frustrated, hopeless, Insecured
After: Confident, Peaceful, Positive attitude

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

An ML model to prevent manual errors in diagnosis of CKD through test results of other diseases thereby detecting the disease in its early stages accurately.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Search through the internet to get insights on the disease and symptoms

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Visit the hospital for diagnosis and treatment
- Discuss with friends and relatives about the symptoms

Identify strong TR & EM