Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

- Nephrologist/Renal specialist

- People who having kidney diseases

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.

- Lack of awareness about kidney problems

- Delayed symptoms.

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

- Currently available medical treatment for CKD

- Prevention with balanced lifestyle

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.

- To analyze and predict the chronic kidney disease based on parameter such as GRF,urine test.

- Awareness about chronic kidney disease

9. PROBLEM ROOT CAUSE

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.

- Symptoms arise at later stages

- Imbalanced food habits and lifestyle.

- There are no medical tests to predict before getting CKD

7. BEHAVIOUR

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)

- Using the dataset, we are getting an accurate detail about the main causes of CDK symptoms with the help of the data made a comparison with the patients symptoms.

- With this they came to know about CDK earlier

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

3. TRIGGERS `TR`

What triggers customers to act?

They need to travel to hospital and wait for a long time to visit doctors to check whether they have chronic disease or not.

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.
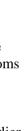
By collecting the parameter from

8. CHANNELS of BEHAVIOUR `CH`

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

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

4. EMOTIONS: BEFORE / AFTER

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.

EM

BEFORE:
• Feeling frustrated
• Fear of excuse medical procedure and expenses

AFTER:
• Feeling safe
• Identify in the starting stage

existingpatients and try to predict new cases of CKD by using machine learning.

ONLINE: Browsing about the kidney related problems.

OFFLINE: Take proper medicine and continue checkup inthe hospital