



2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Making awareness through the application.
- Providing guidelines to the users to what to do next.
- Optimizing the application

9. PROBLEM ROOT CAUSE

RC

- Because of less awareness and late detection of Chronic Kidney Disease (CKD) leads to severe health issue and it may cause kidney failure.
- It leads to difficulties such as less possibilities to save the patient.

7. BEHAVIOUR

BE

Directly Related:

- Take the CKD related lab tests.
- Visit the well-known Nephrologist

Indirectly Related:

- The user discuss about the Chronic Kidney Disease with friends, family and those who are cured from the CKD.

3. TRIGGERS

TR

- How the things sounds about the Chronic Kidney Disease among neighbours.
- Learning that to find a efficient way to detect Chronic Kidney Disease(CKD).

4. EMOTIONS: BEFORE / AFTER

EM

- Before:
- Stress
 - Anxious
 - Weak
- After:
- Healthy
 - Feeling well
 - Confidence
 - Strong

10. YOUR SOLUTION

SL

We provide the solution to detect Chronic /kidney Disease at early stages so that, the patient who might have CKD, can wake up at once and save their times.

8. CHANNELS of BEHAVIOUR

CH

- 8.1 ONLINE
- Search about Chronic Kidney disease in online
 - Search about CKD lab test
 - Search for popular Nephrologist
- 8.2 OFFLINE
- Enquire their friends and family about CKD.
 - Ask for reference of well-known Nephrologist.