

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

People with CKD

6. CUSTOMER CONSTRAINTS

CC

Patients are afraid of using new technology.
Budget and Unaware about the symptoms.

5. AVAILABLE SOLUTIONS

AS

Never intake Alcohol.
Reduce salt intake.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Problem related to identifying the chronic kidney disease.
Accuracy of patients test result.
Time taken to produce test result.

9. PROBLEM ROOT CAUSE

RC

The root cause of the problem is inaccurate result.
The test takes much time to evaluate the result.

7. BEHAVIOUR

BE

They blindly trust the inaccurate result and become anxious and sad.

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

Identify strong TR & EM

3. TRIGGERS

TR

The Dilemma and confusion whether they really have chronic disease or not.

4. EMOTIONS: BEFORE / AFTER

EM

Before: Anxious about their medical condition.
After: Able to follow Doctor's advice and Prescription .

10. YOUR SOLUTION

SL

Predict faster and accurately. Time and cost of the test is drastically reduced. Helps to take treatment at right time.

8.CHANNELS of BEHAVIOUR

CH

Online: Aware of symptoms of chronic kidney failure.

Offline: people must take the treatment once CKD is detected

Identify strong TR & EM