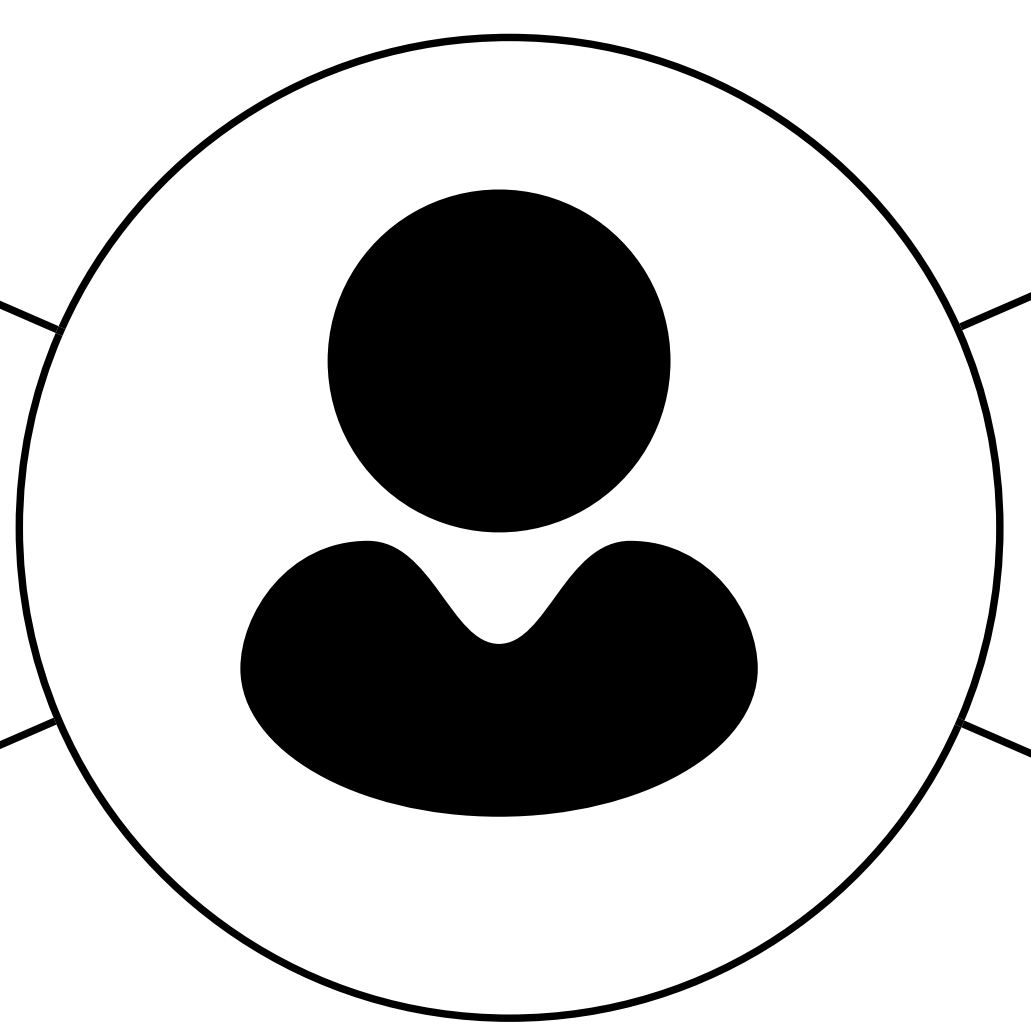


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



- How severe the disease is?
- Will the prediction be accurate?
- Am I at the last stage?
- How fast the results will be given?
- Stressed-out
- Scared
- Anxious
- Painful

What do they
HEAR?

what friends say
what boss say
what influencers say

- Will check with Machine learning engineers, will the model be accurate?
- Consult with the doctors how true the results will be?
- Will it be effective?

What do they
SEE?

environment
friends
what the market offers

- How the model will save my time?
- How much the model will reduce the error?
- The customer sees how other models work in their fields?

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

- How the model will save my time?
- Will the model be cost efficient?
- Analyzes the report
- Prescription medication

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PAIN

- People do not approach at earlier stage
- fears
- frustrations
- obstacles
- The time taken in diagnosis process
- Errors in human diagnosis

- Earlier detection of CKD in individuals

GAIN

- "wants" / needs
- measures of success
- obstacles
- Reduces the health burden cost for governments

- A tool to combat health burden