

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b> My customer is a 50 years old person who is suffering with kidney disease who needs to know the accuracy or spread of disease and to know the possibility of kidney failure.	<b>6. CUSTOMER CONSTRAINTS</b> The customer wants to detect the accuracy or presence of kidney disease because early treatment of disease may affect the health of customer and the treatment may be based on stage of disease either in early stage or in further stage. Hence the customer could not take treatment for chronic kidney disease.	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b> The customer may have dialysis treatment for chronic kidney disease and to maintain healthy diet. The customer should avoid smoking habits and drinking habits for further spread of chronic kidney disease. Controlling the blood pressure is another alternative way for stopping the spread of chronic kidney disease. These are some of the available solutions	Explore AS, difference
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> The main job to be done is to take effective treatment after prediction of this disease. The problems is this disease has some side effects like breathing disease, high blood pressure etc.. This disease may lead to pulmonary edema which is the side effect of chronic kidney disease and kidney failure is the another problem occurs due to chronic kidney disease.	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> The main cause of this problem is that the customer may have breathing problems and heart disease. The another factor is that the customer may have smoking and drinking habits which lead to the cause of chronic kidney disease. Other much less common conditions that can cause CKD include inflammation, infections, genetics, or longstanding blockage to the urinary system (such as enlarged prostate or kidney stones).	<b>7. BEHAVIOUR</b> <b>BE</b> The customer should take effective blood pressure and diabetes test to analyse the prediction of kidney disease. While if the customer has breathing problems the customer should check and consult the doctor if they have these problems. If the customer is fatigue immediately he or she should consult doctor and should take effective medication or take some rest. The customer should take regular treatment for this disease.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <b>TR</b> The customer should take necessary steps for further spread of disease. The customer should consult with patients suffered with this disease and should take alternate actions for this disease.	<b>10. YOUR SOLUTION</b> <b>SL</b> The customer should mainly avoid smoking and drinking habits after knowing the presence of chronic kidney disease. The customer should follow healthy diet for healthy life. The customer should periodically check the blood pressure and diabetes level. The customer should regularly practice breathing exercises to avoid breathing problems. The customer should do periodical checking of blood pressure and diabetes level. The treatment should be maintained continuously. These are some of the solutions.	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> The customer may get easily tensed due to high blood pressure and the customer may have high level of diabetes. The customer may look fatigue or inactive. The customer may often suffer with kidney pain and suffer with poor nutritional condition. The customer may often look tired and may suffer with anaemia. The customer may suffer with breathing problems.	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> The customer may feel depressed after knowing the presence of this disease and happy if the accuracy level is less else may feel depressed and sad if the level is high. The customer may have fear of death due to high level spread of this disease.			