Define CS, fit into CC — **Explore AS, differentiate**

1. CUSTOMER SEGMENT(S) — CS

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

* High risk of people with an age group of 45- 75 years old and young children with an early diabetes mellitus were also included

* GOVERNMENT HOSPITALS in order to predict the disease without undergoing expensive diagnosis

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.

*Less awareness among the medical teams

*Unavailability of proper centres for the middle or lower middle class people to approach the diagnosis.

* Risk of privatised hospitals to promote the access for more amount.

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

* The clinical solutions includes blood test to check creatinine and urea level, imaging tests, removing a sample of kidney tissue for testing.

*Our solution is instead of goind for this hefty tests, with only the general blood test and urination processing we can predict the chances of CKD observation

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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.

* With minimal full body checkup of the customers and considering the key constraints for the prediction, the problems can be overcomed

* People recurring less knowledge about the prediction should also find it leisure to understand and work on with the outcome rate.

9. PROBLEM ROOT CAUSE — RC

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.

* As the medical experts haven't finalized the tests and needed for the diagnosis, it's because of the changing pattern of CKD detection. So big data analysis of every postures need to be categorised

* The neck and neck consequences between the need of less parameters to predict and change in paramaters across the different people has became the verdict of the back story

7. BEHAVIOUR — BE

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)

* Customers should be given proper guidance regarding the access point of the technique

* Illiterate people should also find it easy to get into it, for that proper awareness programs need to be organised.

* Customers must go with their convenience.

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

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

* The early diagnosis methodology acquires huge cost consumption with which it can only be affordable by the higher class people, this triggers the partiality mentality between higher and middleclass customers.

4. EMOTIONS: BEFORE / AFTER — EM

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.

* Before the identification customers feel the fear of getting affected and what if the entire life after being affected.

* After positive results of attainment of CKD, they undergo anger, stress,denial of medication progress, fear of being dead and so on. It tampers the complete mentality of a person.

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.

We are currently working on with our solutions and will come up with the greater results as it stands

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.

Online

* Customers basic details are fetched in online mode and also with the tested required parameters to perform the prediction process.

*The details of the customers should be notified by the hospitals through their services.

Offline

* After analysing the parameterized behaviour of the customer, the hospitals with the prescribed specialist should undergo the medication proceedings.

Identify strong TR & EM