Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

A person who is affected by Chronic Kidney Disease (CKD) and is not aware of it.

6. CUSTOMER CONSTRAINTS `CC`

The first and foremost concern is given to the reliability on these type of systems, since they are machines and find out diseases automatically where errors could still happen.

Secondly, spending a lot of money on getting cured for a disease is still a difficult task for poor people.

5. AVAILABLE SOLUTIONS `AS`

The traditional method of scanning the body and taking x-rays to find out the disease is still available which consumes a lot of time, whereas this device would identify the disease using the images provided from the patient.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

To detect and diagnose the disease faced by the patients having CKD at the most earliest stages.

9. PROBLEM ROOT CAUSE `RC`

It is difficult to detect kidney disease in the early stage due to inadequate information from the patient.

7. BEHAVIOUR `BE`

- Find our app
- Feed the data required
- Get the result whether you have chronic kidney disease or not

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

Identify strong TR & EM

3. TRIGGERS `TR`

So as to ensure that he or she is not affected by the CKD, and if they are indeed affected, detecting it at the earliest as possible

4. EMOTIONS: BEFORE / AFTER `EM`

People who are getting diagnosed using this device are more likely confident about their health and also secure their life thereby, from getting affected by CKD.

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 behavior

8. CHANNELS of BEHAVIOR `CH`

8.1 ONLINE

The results will be directly displayed through the mobile application to the user

8.2 OFFLINE

The result copy will also be handed over to the patients through courier service or SMS.

Identify strong TR & EM