

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Who is your customer?  People who are not aware about having CKD ( any age group )	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span>  What constraints prevent your customers from taking action or limit their choices of solutions?  Treatment charges , Fear of losing life , Transportation , Fear of treatment failure	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  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?  Accurate prediction & prevention of CKD at appropriate time with proper response	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span>  Which jobs-to-be-done (or problems) do you address for your customers?  Poor Commuincation and Understanding , Availability and Reachability to resources	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  What is the real reason that this problem exists? What is the back story behind the need to do this job?  Diabetes is the main cause. Providing awareness is the only solution	<b>7. BEHAVIOUR</b> <span>BE</span>  What does your customer do to address the problem and get the job done?  Give the diabetic's data and wait to confirm the results	Focus on J&P, tap into BE, understand RC

<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>What triggers customers to act?</p> <p>Symptoms indicate possibility of the disease</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>Early Detection and Prevention of Chronic Kidney Disease using Machine Learning Techniques</p>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b></p> <p>What kind of actions do customers take online?</p> <p>Give feedback, Book Appointment with Doctor , Send Email</p> <p><b>8.2 OFFLINE</b></p> <p>What kind of actions do customers take offline?</p> <p>Consult Doctor, Share their feelings, Take precautions, Participate in awareness programs</p>
<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>How do customers feel when they face a problem or a job and afterwards?</p> <p>Before – Sick , Depressed</p> <p>After – Healthy , Happy</p>		