

Define CS, fit into CC

**1. CUSTOMER SEGMENT(S)**

CS

- Those who have CKD symptoms and want to have their kidneys tested to stay healthy and fit.
- Doctors and other health-care professionals

**6. CUSTOMER CONSTRAINTS**

CC

- People with less awareness are diagnosed with CKD only when their symptoms worsen, making treatment more complicated and potentially fatal.
- The tests and therapies for advanced stages are very expensive.

**5. AVAILABLE SOLUTIONS**

AS

- A quiz-style test with 5 to 10 questions about the general causes of CKD.
- Medication, nutrition, and dialysis are all necessary.

Explore AS, differentiate

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

**2. JOBS-TO-BE-DONE / PROBLEMS**

J&amp;P

- Create an interface that is simple to use and understand for the users.
- Ensure that the projections are accurate.

**9. PROBLEM ROOT CAUSE**

RC

- Because of the delayed discovery, the patient may develop a significant CKD disease, which may result in kidney failure.
- This makes saving the patient's life difficult.

**7. BEHAVIOUR**

BE

- Take note of any changes in your body and keep an eye out for CKD signs.
- If you experience CKD symptoms, see a doctor.
- Create awareness and be vigilant about illness prevention. Do not ignore or disregard the symptoms.

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

## 3. TRIGGERS

TR

- Friends and family referrals.
- Reading about a more efficient method of detecting CKD at an early stage using only the vitals from a standard medical checkup.

## 4. EMOTIONS: BEFORE / AFTER

EM

- People feel perplexed and concerned before taking the prediction test. Because they don't know why they have the symptoms, they don't obtain proper therapy until they discover that the symptoms are causing CKD. Complications are likely if adequate drugs are not used.
- Patients gain clarity after the ailment is identified and can be directed to the appropriate medicine. As a result, they can be more optimistic.

## 10. YOUR SOLUTION

SL

- We propose a solution to detect CKD at an early stage so that patients who may have CKD can wake up immediately and save their lives.

## 8. CHANNELS of BEHAVIOUR

CH

## 8.1 ONLINE

- Consult a specialist online to ensure that the appropriate prescriptions are taken.
- To be cautious, research the disease.

## 8.2 OFFLINE

- Dialysis and kidney transplants are available for advanced stages, and medicines are available for early stages.