CS

## 1. CUSTOMER SEGMENT(S)



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

#### 6. CUSTOMER CONSTRAINTS



- 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.

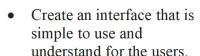
#### 5. AVAILABLE SOLUTIONS



**Team ID:** PNT2022TMID10811

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

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



• Ensure that the projections are accurate.

#### 9. PROBLEM ROOT CAUSE



- 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



- 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.

on J&P, tap into BE, understand

### 3. TRIGGERS

Identify strong TR

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#### 10. YOUR SOLUTION

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.

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

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- 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.

# 8.CHANNELS of BEHAVIOUR



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.