

<div>1. CUSTOMER SEGMENT(S)</div> <div>People who have symptoms of CKD and people who want to get their kidneys checked for staying healthy and fit.</div> <div>Doctors and workers in the healthcare sectors.</div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>The test and treatments for advanced stages are highly priced.</div> <div>The patients have to wait for a longer time to get their test results which may cause more complications in the meantime.</div>	<div>5. AVAILABLE SOLUTIONS</div> <div>Proper medications</div> <div>Regime diets</div> <div>Dialysis.</div>
<div>2. JOBS-TO-BE-DONE / PROBLEMS:</div> <div>Create an interface that is convenient for the users to operate and easy to understand.</div> <div>Ensure that the predictions are of high accuracy.</div> <div>Provide accurate and faster results by using the given data set so that the kidney disease can be detected earlier.</div>	<div>9. PROBLEM ROOT</div> <div>Ignorance of symptoms and lack of awareness about the disease.</div> <div>Unhealthy diet.</div> <div>Not having enough water.</div> <div>Consumption of alcohol or tobacco frequently.</div>	<div>7. BEHAVIOUR</div> <div>Notice the changes in your body and lookout for the symptoms of CKD.</div> <div>Consult the doctors if you notice CKD symptoms.</div> <div>Develop awareness and be cautious about the prevent disease. do not ignore the symptoms or be careless about those.</div>
<div>3. TRIGGERS</div> <div>Usually, CKD tests takes longer time to predict the disease. These tests are expensive and are not easily affordable by many people.</div> <div>4. EMOTIONS: BEFORE / AFTER</div> <div>People are comfused and worried before taking up the prediction test. As they don't know why there are having the symptoms, they don't get proper treatment until they find out that they symptoms are leading to CKD. Without proper medications, the chances of complications are high.</div> <div>After detecting the disease, patients gain more clarity and can be directed towards getting the proper medication. Hence, they can be more hopeful.</div>	<div>10. YOUR SOLUTION</div> <div>Building a machine learning model that will predict CKD in its early stages by providing accurate and faster results.</div>	<div>8. CHANNELS OF BEHAVIOUR</div> <div>ONLINE:</div> <div>Consult a specialist online to follow the necessary medications.</div> <div>Browse about the disease to be cautious.</div> <div>OFFLINE:</div> <div>Get dialysis and kidney transplants for advanced stage and medications for initial stages.</div>