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|------------------------|--|--|--|---------------------------|
| Define CS, fit into CC | <div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>✓ Patients.</div>  | <div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>✓ Health details<br/>✓ cash</div>   | <div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>✓ With available health and family health background like blood pressure,age,cardiovascular disorder,family disease,etc.,</div>          | Explore AS, differentiate |
|                        | <div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>✓ To predict the kidney disease from the available test samples.</div> | <div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>✓ Due to the delay in prediction of kidney disease in the available solution , we tend to predict the kidney disease.</div> | <div>7. BEHAVIOUR<div>BE</div></div> <div>✓ Directly related: find the kidney disease at the right time.<br/>✓ Indirectly associated: patients will have a relaxation and inner peace.</div> |                           |

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

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| <div>3. TRIGGERS</div> <div>TR</div> <div> <ul style="list-style-type: none"> <li>✓ Fast and efficient application</li> <li>✓ User-friendly</li> <li>✓ Early prediction compared to other application leads to faster recovery.</li> </ul> </div> |  | <div>10. YOUR SOLUTION</div> <div>SL</div> <div> <p>In our application ,we get the patient details like blood pressure,diabetes...as inputs and as output we predict whether the kidney disease is detected or not.</p> </div> | <div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div> <div>8.1 <b>ONLINE</b></div> <div>They can search the website for early kidney disease prediction.</div> <div>8.2 <b>OFFLINE</b></div> <div>What kind of actions do customers take offline?</div> <div>They bring their test samples .</div> </div> |
| <div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div> <ul style="list-style-type: none"> <li>✓ Fear, insecure &gt; confident, in control, satisfactory.</li> </ul> </div>  |  |  |   |