

Define CS, fit into

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

- People who are showing symptoms of kidney disease.
- People who are not aware of the severity of disease
- Lab technicians

5. CUSTOMER

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e., spending power, budget, no cash, network connection, available devices.

- Network connection
- Lack of awareness

6. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem of need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- Traditional blood test-> ultrasound, CT, or MRI scan
- In case of scans, there might be a possible exposure to radiations that might increase the severity of disease.

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

- Accurately predict the percentage of kidney disease affected.
- Generate report as a pdf.

9. PROBLEM ROOT CAUSE

RC

What is the ideal reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

- To detect disease, Health Care Professionals need to collect samples from patients which can cost both time and money.
- Large no. of variations exist
- Not a fast process

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the light solar panel installed, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- Reading unauthorized blogs, might lead to wrong medications
- Frustration of being unaware of health condition

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS

TR

- Seeing affected people suffer from consequences of ignoring the disease, creates fear.
- Fear of death

4. EMOTIONS: BEFORE / AFTER

EM

Before->Stressed
After->Relieved/Aware

10. YOUR SOLUTION

SL

Since the symptoms are very common, our machine learning model helps in predicting whether they are affected by kidney disease or not, and also shows an approximate percentage of the possibility that the prediction is true.

8. CHANNELS of BEHAVIOUR

CH

ONLINE:

- Leave their comments,
- Get to know facts about kidney disease in general.

OFFLINE:

- Verify results
- Lead a stress-free life

Extract online & offline CH of BE