

Define CS, fit into CC	1. CUSTOMER SEGMENTS CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<ul style="list-style-type: none">Diabetic Patients.Person who has issues related to kidney disease.Medical Professionals.	<ul style="list-style-type: none">Not getting 100% accuracy which creates fear or agitation.Lack of awareness of how to use the technologies.Network connectivity.Delay in getting results.	<ul style="list-style-type: none">Avoid products with added salt. Lower the amount of sodium intake in the foods.Control the blood pressure level.Adapt to new lifestyle.	

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<ul style="list-style-type: none">Creation of simple user interface for the customers.Provide a virtual room to allow patients communicate with the medical professionals.Ensuring the website is responsive in the long run.	<ul style="list-style-type: none">Diabetes and High Blood pressure are the main cause of chronic kidney disease.Being lethargic to take regular checkup on their health.	<ul style="list-style-type: none">The proposed final system will take test results as the parameters (or) features for prediction. It is then trained using machine learning algorithms which predicts whether the patient has disease or not.Easier and faster access of system.	

Identify Strong TR & EM	3. TRIGGERS TR	10. OUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Identify Strong TR & EM
	<ul style="list-style-type: none">Some people will experience nausea, vomiting, loss of appetite, fatigue and decreased mental sharpness. This insists them to go to hospital.Prolonged back pain and itchy skin.		8.1 ONLINE <ul style="list-style-type: none">Patients providing appropriate test results to be entered in the web application.	
	<div>4. EMOTIONS: BEFORE / AFTER EM</div> <ul style="list-style-type: none">Before : Anxiety, Depressed, FrustrationAfter : Peace and Self-Awareness		8.2 OFFLINE <ul style="list-style-type: none">Patients visit the laboratories where their details would be entered in the web application to display the accurate results of prediction.	