

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS People who want to diagnose if they are suffering from Chronic Kidney Disease People who are suffering from medical symptoms similar to the symptoms of kidney disease Medical personnel Lab Technicians	6. CUSTOMER CONSTRAINTS CC People living in areas with poor internet connectivity can find it difficult to access this solution Requirement to maintain high confidentiality of medical records	5. AVAILABLE SOLUTIONS AS Available medical solutions are a blood test and urine test to determine glomerular filtration and albumin. Available Solution are not user friendly and do not offer high accuracy. So, they are not frequently used in place of traditional medical diagnosis systems.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Chronic Kidney Disease must be identified at a very early stage to allow patient to recover quickly from it. The ML Model developed must make predictions to rival the speed and accuracy of traditional medical diagnosis systems	9. PROBLEM ROOT CAUSE RC Chronic kidney disease leads to gradual deterioration of kidney functioning. It shows very few symptoms in the early stages and can be quite difficult to detect early. Lifestyle habits can also cause CKD. Since detecting it late can lead to severe threats in the patient's life, early detection of CKD is necessary which can be done through this application.	7. BEHAVIOUR BE The person must give all the necessary parameters to the applications. The ML algorithm will predict if they suffer from CKD. Since the application is user friendly, it is easy for the user to perform the above task. If diagnosed with CKD, the patient can start receiving treatments for curing CKD.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR Higher accuracy of prediction. User friendly interface.	10. YOUR SOLUTION SL An Machine Learning Model which utilises several factors from a patient's health record to predict if they are suffering from Chronic Kidney Disease or not.	8. CHANNELS of BEHAVIOUR CH The ML Application can be used online via the internet. So, the person can run the test online.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before - If diagnosed with CKD, person will feel depressed and hopeless After - Since diagnosis can be done in early stage, early treatment can cure it and person can feel normal and happy		The patient must go to the hospital and take tests such as blood test, urine test etc. and consult a doctor to identify if they suffer from CKD or not.	