

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer? Persons who are not sure about having kidney diseases(18 years or above) <div>CS</div></div>	<div>6. CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? network connection, available devices,Time,scope,Quality. <div>C</div></div>	<div>5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? Accurate results about the kidney Disease with less response time. <div>AS</div></div>	Explore AS, differential
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? Unable to access the right resources , Need to repeat information,Poor customer service communication <div>J&P</div></div>	<div>9. PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? Diabetes is the most common cause of kidney disease.Due to the lack of awareness about the kidney disease there is a need of a solution . <div>RC</div></div>	<div>7. BEHAVIOUR What does your customer do to address the problem and get the job done? i.e. directly related:Give the data of his/her diabetes readings; indirectly associated: Customer wait for certain time to confirm the results. <div>BE</div></div>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		

Identify Strong TR	<div>3. TRIGGERS What triggers customers to act? If the customer has symptoms of the disease that indicates possible kidney problems. <div>TR</div></div>	<div>10. YOUR SOLUTION If the machine Learning model identifies that the customer has kidney disease then that person may have Chronic kidney disease. <div>SL</div></div>	<div>8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Provide feedback,submit an Email,Refer other patients,Register for trail,Review a case study,Give call, 8.2 OFFLINE What kind of actions do customers take offline? Feedback,check for symptoms,consult specialist doctor,communicate with friends and family,participate awareness programs <div>CH</div></div>	Identify
	<div>4. EMOTIONS: BEFORE / AFTER How do customers feel when they face a problem or a job and afterwards? Before: lost, insecure,lack of self confident,sick ; After: confident, in control,healthy,happy, <div>EM</div></div>			

--	--	--	--