Problem-Solution Fit

Project Title: Early Chronic Kidney Disease using Machine Learning
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Define CS, fit into CL

1. CUSTOMER SEGMENT(S) — CS

All age people and Doctors.

6. CUSTOMER LIMITATIONS — EG. BUDGET, DEVICES — CL

- Costs and human errors associated with lab testing
- Separate expense for taking tests for CKD detection.

5. AVAILABLE SOLUTIONS — PLUSES & MINUSES — AS

- Separate tests for CKD and analyzing the reports for CKD detection.
- Tests are taken only when the symptoms occur, but the symptoms show only when the patient is in critical stage.
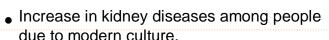
Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS — + ITS FREQUENCY — PR

- Early detection prevents severe damage of the kidney and lives of the patient.
- It also helps doctors to provide better treatment and to avoid critical conditions.

9. PROBLEM ROOT / CAUSE — RC

- Increase in kidney diseases among people due to modern culture.
- Early stages of kidney disease do not show symptoms.
- Time wasted in the detection can be used in the treatment.

7. BEHAVIOR — + ITS INTENSITY — BE

Earlier detection and high accuracy directs patients to correct and proper medication which helps people to live long with healthy kidney.

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT — TR

Knowledge about CKD and its seriousness, awareness among people about kidney diseases and early prevention through social media and news channels.

4. EMOTIONS — BEFORE / AFTER — EM

Before- Fear, Anxiety, confusion.

After - relaxed and tension free.

10. YOUR SOLUTION — SL

Our model makes use of available reports and says whether the patient's kidney is affected by any diseases or not, if yes, then says in which stage is the patient now and helps doctor to provide better treatment to cure the patient.

8. CHANNELS of BEHAVIOR — CH

ONLINE

Deploying as a web app it can be used in online from anywhere.

OFFLINE

Make use of cost efficient and proper testing laboratories

Extract online & offline CH of BE