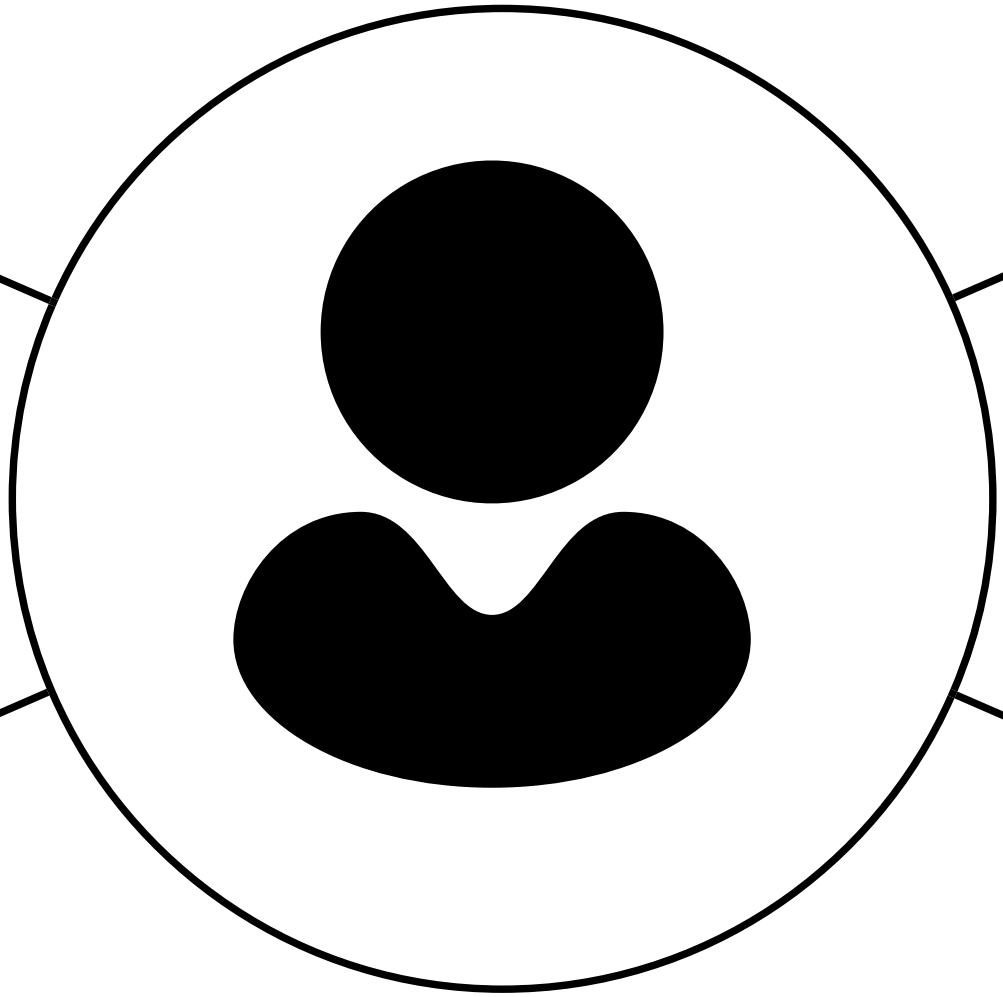


*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations



How severe  
the disease  
is?

Will the  
prediction  
be  
accurate?

Am I at the  
last stage?

How fast  
the results  
will be  
given?

Stressed-  
out

Scared

Anxious

Painful

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

Will check with  
Machine  
learning  
engineers, will  
the model be  
accurate?

Consult with  
the doctors  
how true the  
results will  
be?

Will it be  
effective?

How the  
model will  
save my  
time?

How much  
the model  
will reduce  
the error?

The customer  
sees how  
other models  
work in their  
fields?

*What do they*  
**SEE?**

environment  
friends  
what the market offers

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

How the  
model will  
save my  
time?

Will the  
model be  
cost  
efficient?

Analyzes  
the report

Prescription  
medication

**PAIN**

fears  
frustrations  
obstacles

People do  
not approach  
at earlier  
stage

Errors in  
human  
diagnosis

The time  
taken in  
diagnosis  
process

Earlier  
detection of  
CKD in  
individuals

**GAIN**

"wants" / needs  
measures of success  
obstacles

Reduces the  
health  
burden cost  
for  
governments

A tool to  
combat  
health  
burden