

What do they HEAR?

What friends say What boss say What influencers say

> Consult with the doctors how true the results will be?

Will it be effective?

What do they SEE?

environment friends what the market offers

How the model will save my time?

How much model the reduce will the error?

The customer sees how other models work in their fields?

What do they SAY & DO?

attitude in public appearance behaviour towards offers

Errors in human diagnosis

Earlier detection of CKD in individuals

GAIN wants / needs

A tool to combat health burden measures of success

not approach fears at earlier frustrations obstacles

People do

stage

Will check with

Machine learning

engineers, will

the model be

accurate?

The time taken diagnosis

PAIN

process

obstacles Reduces the health burden cost for

governments