

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

PAIN

fears

frustrations

obstacles

The time

taken

diagnosis

process

People do

not approach

at earlier

stage

Will check with

Machine learning

engineers, will

the model be

accurate?

Earlier detection of CKD in individuals GAIN

combat health burden

A tool to

Errors in human diagnosis

wants / needs measures of success obstacles

> Reduces the health burden cost for governments