

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <p>Clinicians and common people.</p>	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> Uncomfortable procedures of CKD diagnosis tests. Economic deprivation for the lab costs. 	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none"> There are many invasive kidney function tests which are uncomfortable There are some mobile kidney check apps which have low level of accuracy 	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none"> Early detection can prevent the progression of kidney disease. If left undiagnosed, patients with Chronic Kidney Disease will die. 	9. PROBLEM ROOT CAUSE <p>Kidney disease do not show symptoms in the early stages</p>	7. BEHAVIOUR <p>Directly Search for the right way of non-invasive & accurate kidney check up</p>		Focus on J&P, tap into BE, understand RC
	3. TRIGGERS <p>Knowing the complications of CKD, reading about kidney disease awareness in the news</p>	10. YOUR SOLUTION <p>Our model opens up an option for patients to detect their stage of kidney disease through a simple non-invasive way by means of their available bio signals i.e. ECG Signal</p>	8. CHANNELS of BEHAVIOUR <div> 8.1 ONLINE <p>Find a smartphone based app to analyse kidney function</p> </div> <div> 8.2 OFFLINE <p>Search for a cost-efficient and accurate kidney function test laboratory</p> </div>		
4. EMOTIONS: BEFORE / AFTER <p>Anxiety, anger, worry, stress, negative view of life.</p>					