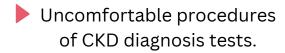
1. CUSTOMER SEGMENT(S)

**Extract online & offline CH of BE** 

# Anxiety, anger, worry, stress, negative view

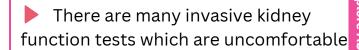
of life.

#### **6. CUSTOMER CONSTRAINTS**



Economic deprivation for the lab costs.

#### 5. AVAILABLE SOLUTIONS



There are some mobile kidney check apps which have low level of accuracy

# 2. JOBS-TO-BE-DONE / PROBLEMS

Clinicians and common people.

- Early detection can prevent the progression of kidney disease.
- If left undiagnosed, patients with Chronic Kidney Disease will die.

### 9. PROBLEM ROOT CAUSE

Kidney disease do not show symptoms in the early stages

#### 7. BEHAVIOUR

Directly Search for the right way of non-invasive & accurate kidney check up

#### 3. TRIGGERS

Knowing the complications of CKD, reading about kidney disease awareness in the news

### 4. EMOTIONS: BEFORE / AFTER

#### **10. YOUR SOLUTION**

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

## 8. CHANNELS of BEHAVIOUR

8.1 ONLINE

Find a smartphone based app to analyse kidney function

#### 8.2 OFFLINE

Search for a cost-efficient and accurate kidney function test laboratory



Identify strong TR &

