

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 3-5 y.o. kids</small></div> <div>CS</div> <div><ul style="list-style-type: none"><li>Patients who are affected by the kidney disease</li><li>Doctors and clinical labs in the hospitals</li></ul></div>	<div>6. CUSTOMER CONSTRAINTS <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small></div> <div>CC</div> <div><ul style="list-style-type: none"><li>To wait for long time for the results</li><li>High cost for clinical test</li></ul></div>	<div>5. AVAILABLE SOLUTIONS <small>Which solutions are available to the customers when they face the problem?</small>  <small>or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small></div> <div>AS</div> <div><ul style="list-style-type: none"><li>Dialysis</li><li>Kidney Transplant</li><li>Treatment in the good hospital</li></ul></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></div> <div>J&amp;P</div> <div><ul style="list-style-type: none"><li>Collect all their requirements</li><li>Developing a model that could predict the disease</li></ul></div>	<div>9. PROBLEM ROOT CAUSE <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small></div> <div>RC</div> <div><ul style="list-style-type: none"><li>Diabetes</li><li>Heart disease</li><li>obesity</li></ul></div>	<div>7. BEHAVIOUR <small>What does your customer do to address the problem and get the job done? P.S. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small></div> <div>BE</div> <div><ul style="list-style-type: none"><li>Need to visit the Doctor</li><li>Take test for the disease prediction</li></ul></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGER <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></div> <div>TR</div> <div>Symptoms of kidney disease include fatigue, cold, shortness of breath, swelling, dizziness</div>	<div>10. YOUR SOLUTION <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small></div> <div>SL</div> <div>Generating a user application that gets the input and predicts the current condition of patient health</div>	<div>8.CHANNELS of BEHAVIOUR <b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small>  Users can get their results online   <b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small>  With the results obtained from online, they can visit the doctor for proper treatment</div> <div>CH</div>	Identify strong TR & EM
	<div>4.EMOTIONS:BEFORE/AFTER <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost,insecure,&gt; confident,, in control - use it in your communication strategy &amp; design</small></div> <div>EM</div> <div>People cannot afford so much money for testing But after this project testing cost will be lowered</div>			