

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Patients who are facing issues related to kidneys. Elderly people, are more prone to get kidney disease. Diabetic Patients Alcoholic addicted Patients	6. CUSTOMER CONSTRAINTS CC Patients are afraid about risk of using new technology They are limiting themselves as they are not aware of the test accuracies	5. AVAILABLE SOLUTIONS AS Currently in the Medical field, the tests that are performed to detect chronic kidney disease are: 1. Ultra Sound Scan 2. MRI Scan 3. CT Scan	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Problems related to identifying the chronic kidney disease Accuracy of patients test results Time taken to produce test results	9. PROBLEM ROOT CAUSE RC The root cause of the problem is inaccurate results. The test takes much time to evaluate the results.	7. BEHAVIOUR BE They take costly Scans because they had no other choice. They blindly trust the inaccurate test results and become more anxious and sad.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR Their dilemma or confusion of whether they really have chronic kidney disease or not! 4. EMOTIONS: BEFORE / AFTER EM BEFORE: Anxious about their medical condition. AFTER: Determined and able to follow doctor's advice on what to do next to improve their condition	10. YOUR SOLUTION SL Predicts Faster and accurately. Time and Cost of Test is drastically reduced Helps to take treatment at right time.	8. CHANNELS of BEHAVIOUR CH They consider taking tests costing lower from any of the online labs. 8.2 OFFLINE They take many tests in offline labs and wait for enormous time to get results	Extract online & offline CH of BE