

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