Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

> **Patients who are trying to know the occurrence of disease or not.**

6. CUSTOMER CONSTRAINTS — CC

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.

- **It is difficult to identify the disease at earlier stage as symptoms occurs at the last stage.**
- **Doubt occurs that the prediction is fully accurate.**

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

> **Dialysis, kidney transplant and 24-hours urine test are alternative effective solution. But this available solution is done at last stage**

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- **Identifying disease at last stage may leads to death.**
- **Predicting disease at last stage make doctors very difficult in curing the disease.**
- **It is difficult for uses to reach the doctors every time for consulting.**

9. PROBLEM ROOT CAUSE — RC

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.

- **As symptoms occurs at the last stage to detect and diagnosis the disease and makes difficult to doctors to cure the disease.**
- **As time and cost is more efficient for users. And detecting the disease takes more time.**

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

- **Prediction at the earlier stage may avoids the death and helps doctors to cure the disease.**
- **Prevention measures and treatment information are given earlier .**

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

> **Chronic Kidney Disease Prediction is provided to the patients mainly who are having high sugar level, heart disease patients etc…,**

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

> **BEFORE:** Becomes stressed due to thinking about the disease.
> **AFTER:** Regular checking about the occurrence of disease.

10. YOUR SOLUTION — SL

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.

> **The application after predicts the disease provides user,**
> - **Prevention measures who has a less chances of getting disease.**
> - **Treatment suggestion who has a high chances of getting disease.**
> - **Regular healthy diet protein information who are healthy.**

8. CHANNELS of BEHAVIOUR — CH

ONLINE
What kind of actions do customers take online? Extract online channels from #7

OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

> **ONLINE:** The Prediction application predicts the disease for the user at any time at their comfort.
> **OFFLINE:** Every time the patients need to go to hospital for detecting the disease.

Identify strong TR & EM