

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids Doctors seeking second opinion Laymen seeking Diagnosis	6. CUSTOMER CONSTRAINTS 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. Expensive Arrhythmia Diagnosis Hospital diagnosis prone to Human Error Decrease in adept Doctors	5. AVAILABLE SOLUTIONS 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 Visiting Hospitals for diagnosis Diagnosis through private testing laboratories	Explore AS, differentiate	
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Maintaining Simplicity of the application Precision of Results delivered Making a friendly User Interface Seamless Exporting of results in any format Compatibility with different formats while Uploading	9. PROBLEM ROOT CAUSE 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. Accessibility to Hospitals Expensive Test Results Inexperienced Professionals Human Errors in Doctor's Results	7. BEHAVIOUR 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) Book an appointment to the Hospital Opting for Private Testing Laboratories Searching online for Symptoms		Focus on J&P, tap into BE, understand RC
	3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. Human Errors causing discrepancies in the Arrhythmia test results 4. EMOTIONS: BEFORE / AFTER 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. Insecurity, Apprehension, Distrust > Confident, Trust	10. YOUR SOLUTION 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. A Deep Learning model that precisely detects and classifies major types of Arrhythmia using ECG scans provided by users	8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Searching online for symptoms 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Book appointments to hospitals Trying Private Testing Laboratories		