

<p>Define CS, fit into CL</p> <p>1. CUSTOMER SEGMENT(S) CS</p> <ul style="list-style-type: none"> * people with shortness of breathe * Diabetic patients * people with overweight 	<p>6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL</p> <ul style="list-style-type: none"> * lack of support * lack of hope in treatment * psychological problems 	<p>5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS</p> <ul style="list-style-type: none"> * quit smoking * exercise regularly * maintain good physique <p>Explore AS, differentiate</p>
<p>Focus on PR, tap into BE, understand RC</p> <p>2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR</p> <ul style="list-style-type: none"> * chest pain * shortness of breathe * Pain in neck,jaw,throat 	<p>9. PROBLEM ROOT / CAUSE RC</p> <ul style="list-style-type: none"> * lack of exercise * obesity * acute aortic insufficiency 	<p>7. BEHAVIOR <small>+ ITS INTENSITY</small> BE</p> <ul style="list-style-type: none"> * Maintain healthy weight * Get good quality sleep * Manage stress <p>Focus on PR, tap into BE, understand RC</p>
<p>Identify strong TR & EM</p> <p>3. TRIGGERS TO ACT TR</p> <ul style="list-style-type: none"> * anxiety * feel for fatigue * need to apply health insurance <p>4. EMOTIONS <small>BEFORE / AFTER</small> EM</p> <ul style="list-style-type: none"> * illness * unhealthy * stressed 	<p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> * Healthy lifestyle habits such as low-fat, low-salt diet * Suggesting regular exercises * Surgery if needed 	<p>8. CHANNELS of BEHAVIOR CH</p> <p>ONLINE</p> <ul style="list-style-type: none"> * Online appointment with doctors * Finding possible natural cares <p>OFFLINE</p> <ul style="list-style-type: none"> * Maintain proper diet and eating healthy food * Maintain calm and relaxed mindstate * Having adequate sleep <p>Extract online & offline CH of BE</p>