

Define CS, fit into	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>A Plumber who have heart disease but he don't have the time to go to hospital</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>Identify heart disease because of several contributory risk factors such as diabetes, high blood pressure, high cholesterol, abnormal pulse rate</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>Healthy lifestyle habits such as eating a low-fat, low-salt diet, getting regular exercise and good sleep, and no smoking</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>JP</div><div>Find heart problem to cure the disease</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>Risk factors include a poor diet, lack of exercise, obesity and smoking. Healthy lifestyle choices can help lower the risk of atherosclerosis</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>Protect you from type 2 diabetes, asthma, joint pain, and a number of other chronic diseases and conditions</div></div>	

Identify strong TR & EM	<div>3. TRIGGERS<div>TR</div><div>Symptoms : Symptoms may include chest pain, nausea, shortness of breath, sweating, dizziness, palpitations.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>Vitamin C. Arrhythmias and other heart conditions are associated with oxidant stress and inflammation. Antioxidants like vitamin C and vitamin E appear to be effective in reducing these. You can use vitamin C to treat colds, the flu, and even cancer, and it can also help with arrhythmia.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE Customer will Find their heart disease online rather than going hospital 8.1 OFFLINE Customer will collect their ecg image offline going hospital</div></div>	Identify

	<div data-bbox="152 60 456 89">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="719 57 761 89">EM</div> <div data-bbox="152 116 748 213">Before : Especially negative emotions, such as hostility, anger, depression and anxiety, precipitate coronary heart disease</div> <div data-bbox="152 256 777 320">After : Temporary feelings of sadness and a depressed mood are common for the first few weeks</div>			
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