

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) <span>CS</span></p> <ul style="list-style-type: none"> <li>• Patient</li> <li>• Peoples with smoking habit</li> <li>• People lives in highly polluted areas</li> <li>• People who experience symptoms like chest pain, shortness of breath, etc.</li> <li>• People with family history of CADs</li> </ul>	<p>6. CUSTOMER CONSTRAINTS <span>CC</span></p> <ul style="list-style-type: none"> <li>• Reduce economic expenses</li> <li>• Lack of medical facility</li> <li>• Frequent visit to doctors</li> <li>• Lack of awareness about CADs</li> <li>• Stress management</li> </ul>	<p>5. AVAILABLE SOLUTIONS <span>AS</span></p> <ul style="list-style-type: none"> <li>• Avoid smoking</li> <li>• Take healthy foods</li> <li>• Visit cardiologist in case of any symptoms</li> <li>• Maintain healthy exercise</li> </ul>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS</p> <ul style="list-style-type: none"> <li>• Provide a simple solution to predict heart disease</li> <li>• Provide suggestion to maintain the health and based on predicted data</li> </ul>	<p>9. PROBLEM ROOT CAUSE <span>RC</span></p> <ul style="list-style-type: none"> <li>• Unhealthy food style</li> <li>• Lack of physical activity</li> <li>• High stress</li> <li>• High calory intake</li> <li>• Fast food</li> <li>• smoking</li> </ul>	<p>7. BEHAVIOUR <span>BE</span></p> <ul style="list-style-type: none"> <li>• Stress management</li> <li>• Visi doctor</li> <li>• Necessary calory intake</li> <li>• Avoid smoking</li> <li>• Improve physical activity</li> </ul>	Focus on J&P, tap into BE, understand RC
	<p>3. TRIGGERS <span>TR</span></p> <ul style="list-style-type: none"> <li>• irritation</li> <li>• Common symptoms like chest pain, shortness of breath, etc</li> <li>• emotional disorder</li> </ul>	<p>10. YOUR SOLUTION <span>SL</span></p> <ul style="list-style-type: none"> <li>• Easily predict heart disease</li> <li>• Notify the user about the disease before it becomes too serious</li> <li>• Provide suggestions to improve lifestyle</li> </ul>	<p>8. CHANNELS of BEHAVIOUR <span>CH</span></p> <p>8.1 ONLINE</p> <ul style="list-style-type: none"> <li>• Finding possible cures</li> <li>• Booking online appointment</li> <li>• Searching health related website</li> </ul>	

#### 4. EMOTIONS: BEFORE / AFTER

EM

##### Before:

- Worried
- Fear
- Anxious

##### After:

- Relieved
- Better control on emotions
- Clarity
- Visit doctor if required

#### 8.2 OFFLINE

- Visit Cardiologist
- Maintaining fitness
- Bettering lifestyle