

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Doctors, Medical professionals and patients or people who want to know whether they are prone to heart disease all come under individual users	6. CUSTOMER CONSTRAINTS CC Patients may have a constrained budget and might not be willing to spend for the necessary tests and consultations for the diagnosis of any heart related disease. Patient may not have the time to visit a professional or doctors may be unavailable	5. AVAILABLE SOLUTIONS AS In the available solution: A Health care provider will examine you and ask about your personal and family medical history. Many different tests are used to diagnose heart disease. Besides blood tests and a chest X-ray, tests to diagnose heart disease can include: <ul style="list-style-type: none">• Electrocardiogram (ECG or EKG).• Holter Monitoring• Echocardiogram• Exercise test or stress tests• Cardiac catheterization• CT or MRI Scan	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Patients susceptible to heart disease would face the difficulty of visiting the hospital each and every time. But the patients can now check their health status by directly providing the necessary data to the machine learning algorithm	9. PROBLEM ROOT CAUSE RC Users are lazy or maybe due to other commitments are not able to meet the doctors at the right time. This system will be more effective in that manner	7. BEHAVIOUR BE Given necessary data, users expect accurate analysis, visualisations and prediction whether there is a possibility of occurrence of heart disease or not	
	Focus on J&P, tap into BE, understand RC			

	3. TRIGGERS TR The system is user friendly and the users can find out the problem by just feeding in the necessary data instead of waiting for a doctor's appointment	10. YOUR SOLUTION SL A system that provides visualization and prediction whether or not a person has heart disease. The user feeds in the necessary data required and system outputs the possibility of the person having a heart disease	8.CHANNELS of BEHAVIOUR CH 8.1 OFFLINE As Patients use and share their experience, other patients are introduced to it. For Medical Institutions, a group of professionals are involved and through word-of-mouth, other Medical Institutions and individuals will become aware of this application. 8.1 ONLINE The system can be accessed through modern-day browsers like Chrome, Safari, Firefox, etc.	
	4. EMOTIONS: BEFORE / AFTER EM Before: User doesn't have much time in his hands to visit the doctors frequently and thus would be annoyed and uncertain whether there is heart disease or not After: User feels much more comfortable with the system due to its ease of access and user-friendly features and is able to attain instant results.			