

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> • Patients • Smokers • Family members of patients • People who experience symptoms like chest pain, shortness of breath, etc • Curious users • People with family history of CADs 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> • Economical background • Limited access to hospitals • Frequent visits to doctors • Lack of support system • Lack of knowledge about CADs • Not able to quit Smoking • Stress Management 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> • Quit smoking • Visit cardiologist • Exercise regularly • Regular medical checkup 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> • Early prediction of heart disease. • Suggest them proper way to maintain health based on prediction. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> • Unhealthy lifestyle • High stress levels • Fast food • Lack of exercise • Smoking • Bad diet 	7. BEHAVIOUR BE <ul style="list-style-type: none"> • Stress Management • Bettering lifestyle • Visiting doctor • Quit smoking • Maintain physique 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> • Discomfort • Common symptoms like chest pain, shortness of breath, etc • emotional stress <hr/> 4. EMOTIONS: BEFORE / AFTER EM <p>Before:</p> <ul style="list-style-type: none"> • Worried • Fear • Anxious <p>After:</p> <ul style="list-style-type: none"> • Relieved • Better control on emotions • Clarity • Visit doctor if required 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> • Early prediction of heart diseases. • Predicting heart disease can help in getting better cures for the same disease. • Suggest lifestyle changes that are required 	8. CHANNELS of BEHAVIOUR CH <p>8.1 ONLINE</p> <ul style="list-style-type: none"> • Finding possible cures • Booking online appointment • Searching health related website <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> • Visit Cardiologist • Maintaining fitness • Bettering lifestyle 	Identify strong TR & EM