

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

1. Every individual
2. Hospitals
- Government
- Private

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

- Lack of data needed for predictions
- Unanailability of newer test results

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Prediction of heart diseases were done by consulting the docctors in person in the past. But today it is easy to predict the heart diseases through these predicting dashboard by uploading proper datasets.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Every individual can check their health
- Hospitals can easily predict the medical conditions of their patients that could occur in the future.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

- Manually predicting the heart diseases can consume more time, so there are chances for the patients' health to decline.
- But with prediction dashboards, heart diseases can be predicted and also visualised easily and quickly.

7. BEHAVIOUR

BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Customers can enter their health related dataset into the dashboard and can wait patiently till they get their details about their health

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Customer using the dashboard can understand their health conditions and will act accordingly to have a healthy life style.

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

- Before:Tensed about their health,fear
- After:Clear insight about their health, Peace

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

We aim to predict and visualise heart diseases with an interactive dashboard.

8.CHANNELS of BEHAVIOUR

CH

- 8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
- 8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Offline: The user should have test results in hand
- Online:The users data should be entered to get the prediction and visualisation.

Identify strong TR & EM