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| <div>1. CUSTOMER SEGMENT(S)</div> <div>A teacher who have heart disease but she dont have time to go hospital</div> <div>CS</div> | <div>6. CUSTOMER CONSTRAINTS</div> <div>Identify heart disease because of several contributory risk factors such as diabetes, high blood pressure, high cholesterol, abnormal pulse rate</div> <div>CC</div> | <div>5. AVAILABLE SOLUTIONS</div> <div>Healthy lifestyle habits such as eating a low-fat, low-salt diet, getting regular exercise and good sleep, and not smoking</div> <div>AS</div> |
| <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <div>Find heart problems and cure the diseases</div> <div>J&amp;D</div>                  | <div>9. PROBLEM ROOT CAUSE</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>RC</div>      | <div>7. BEHAVIOUR</div> <div>Protect you from type 2 diabetes, asthma, joint pain, and a number of other chronic diseases and conditions</div> <div>BE</div>                          |

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| <div>3. TRIGGERS</div> <div>Symptoms : Symptoms may include chest pain, nausea, shortness of breath, sweating, dizziness, palpitations.</div> <div>TR</div>   | <div>10. YOUR SOLUTION</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>SL</div> | <div>8. CHANNELS BEHAVIOR</div> <div>8.1 ONLINE<br/>Customer will Find their heart disease online rather than going hospital</div> <div>8.2 OFFLINE<br/>Customer will collect their ecg image offline going hospital</div> <div>CH</div> |
| <div>4. EMOTIONS: BEFORE / AFTER</div> <div>Before : Especially negative emotions, such as hostility, anger, depression and anxiety, precipitate coronary heart disease</div> <div>After : Temporary feelings of sadness and a depressed mood are common for the first few weeks.</div> <div>EM</div> |  |  |