

Define CS, fit into CC

### 1. CUSTOMER SEGMENT(S)

CS

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

A patient who is suffered from Heart Disease.

### 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.

The patient wants to predict the accuracy or presence of the heart disease by health monitoring devices.

### 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

Healthy lifestyle habit-changing food habit.

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.

Chest pain and cardio diseases regarding chest pressure and chest discomfort (angina), breath illness.

### 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.

The cause is due to age, obesity, poor diet etc., results in heart disease includes heart attack and stroke. with early diagnosis and treatment You can reduce the risk of complications

### 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)

if the patient has breathing problems the patient should consult with the doctor immediately.

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

<div> <div>3. TRIGGERS</div> <div>What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news.</div> <div>Having proper awareness in health checkups. Some early symptoms of heart attack.</div> </div>	<div> <div>10. YOUR SOLUTION</div> <div>           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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.         </div> <div>With the help of data set can be analyze the next phase of severity of illness</div> </div>	<div> <div>8. CHANNELS of BEHAVIOUR</div> <div> <div>8.1 ONLINE</div> <div>What kind of actions do customers take online? Extract online channels from #7</div> </div> <div> <div>8.2 OFFLINE</div> <div>What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.</div> </div> <div>Vist the doctor in proper time even after any minor attacks .</div> </div>
<div> <div>4. EMOTIONS: BEFORE / AFTER</div> <div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div> <div>The patient feels panic after knowing the presence of disease.</div> </div>		