

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. Kids CS Persons who are all affected with heart diseases are said to be us our customers.	6. CUSTOMER CONSTRAINTS What constraints prevent your customers from CC Based on their decision if they have any heart beat related problems they faced means if they took it as a sensitive means they need our help. In case they don't need consider as a major problem they don't need us.	5. AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem AS 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 Solutions are proper diet, exercises, eating healthy food like vegetables and fruits and with no bad habits like smoking.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. J&P to determine if a patient should be diagnosed with heart disease or not, which is a binary outcome, so: Positive result = 1, the patient will be diagnosed with heart disease. Negative result = 0, the patient will not be diagnosed with heart disease.	9. PROBLEM ROOT CAUSE 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. RC A buildup of fatty plaques in the arteries (atherosclerosis) is the most common cause of coronary artery disease. Risk factors include a poor diet, lack of exercise, obesity and smoking. Healthy lifestyle choices can help lower the risk of atherosclerosis.	7. BEHAVIOUR 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) BE Eating a diet high in saturated fats, trans fat, and cholesterol has been linked to heart disease and related conditions, such as atherosclerosis. Also, too much salt (sodium) in the diet can raise blood pressure. Not getting enough physical activity can lead to heart disease and then they need our help for solutions.	
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. Solutions are getting at low cost and another benefit is they will get solution from where they are like in online mode we can solve the problem.	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. By Data Analytics method we can collect data from earth person like their age, sugar level, gender, cholesterol, etc and then visualize the value of each data and predict the persons who are all in serious state and normal in this way we can solve the problem.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Technology is advancing quickly, and one of the biggest benefactors to that rapid change is health care. In fact, new imaging technology is allowing cardiologists to get a closer, more detailed look at CT angiograms to help determine how to treat coronary artery disease. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. In offline mode the patient will consult only a doctor this a better way in offline mode.	Identify strong TR & EM
	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. The patient feelings is depression, anxiety, isolation, and diminished self-esteem. According to the National Institutes of Mental Health (NIMH), up to 65 percent of coronary heart disease patients with a history of heart attack experience various forms of depression.			