patients.

For this application, there are

only three kinds of customers –

doctors, medical assistants and

CS

Classifying the correct arrhythmia type from ECG scans require much time and effort which can be better spent in treatment.

6. CUSTOMER CONSTRAINTS

5. AVAILABLE SOLUTIONS

The process of arrhythmia classification is

simple but time consuming. The solution

is to automate it.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

By automating the classification process, a great deal of time and effort is saved for the medical practitioners.

9. PROBLEM ROOT CAUSE

RC

CC

The root cause of the problem is the inability of humans to do simple but repetitive tasks leading to mistakes in the process (which can lead to wrong treatment).

7. BEHAVIOUR

The customer (medical practitioners in this case) seek to automate the process. This

enables them to treat patients faster (saving more lives) and enabling them to do more.

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

BE

Explore AS, differentiate

AS