

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>18-30 Who have had some sort of heart pain or disease previously 30 and above who have more risk of having a heart disease</div><div>CS</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>No internet or no IBM account can prevent them from seeing the dashboard Not having the required information asked on form</div><div>CC</div></div>	<div>5. AVAILABLE SOLUTIONS<div>ECG and other lab tests done by doctors to diagnose is the existing solution. While accurate, they are tedious and costly especially if problem is hidden</div><div>AS</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS.<div>Educate users on how each attribute may mean the possibility of a heart disease Accurately predict the possibility of heart disease.</div><div>J&P</div></div>	<div>9. PROBLEM ROOT CAUSE<div>High blood pressure, high cholesterol and smoking</div><div>RC</div></div>	<div>7. BEHAVIOUR<div>Goes to doctor who performs lab tests to find the problem. Based on severity have medicines and treatments?</div><div>BE</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div>3. TRIGGERS<div>Feeling sudden pain in chest area. Decrease in metabolism</div><div>TR</div></div>	<div>10. YOUR SOLUTION<div>Use machine learning models to predict the chances of having heart disease. Show dashboard which visualizes the data collected.</div><div>SL</div></div>	<div>8.CHANNELS of BEHAVIOUR<div>8.1 ONLINE Check the possibility of having heart disease using online predictors. 8.2 OFFLINE Go to the doctor for diagnoses.</div><div>CH</div></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>Before they feel lost and anxious. Based on the result they may feel sad and angry or happy and dubious</div><div>EM</div></div>			

--	--	--	--