PROJECT DESIGN PHASE - I

PROBLEM SOLUTION FIT

Date	27 September 2022
Team ID	PNT2022TMID54045
Project Name	Visualizing and Predicting Heart Diseases with an Interactive Dash Board
Maximum Marks	2 Marks

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

- People who want to keep update of their heart condition
- Collaboration with Hospitals (Doctors)

6. CUSTOMER CONSTRAINTS CC

- Networks and connectivity problems may arise
- Lack of medical Knowledge
- Lack of Awareness
- It's not user friendly for remote village.

5. AVAILABLE SOLUTIONS AS

- Heart disease prediction is done using machine learning and data mining techniques. But the prediction accuracy is not 100% accurate. The major challenges include integrating data mining and text mining while observing unstructured data vastly present. The relationship between attributes produces by neural networks is more difficult to understand. This practice rises ethical issues for organization that mine the data and privacy consents of consumer.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS J&P

- The user needs a way to identify whether he/she is affected by heart disease, improve diagnosis & quality of care, assists in predicting diseases, analyzing symptoms, providing appropriate medicines, minimizing cost, extending the life span and reduces the death rate of heart patients.

9. PROBLEM ROOT CAUSE RC

- It's very difficult to turns the large collection of raw healthcare data into information that can help to make informed decisions and predictions.
- It consumes a lot of time for checking and cost is more. We can't predict this disease immediately.
- Even though, there is many existing solution available in the market which has no 100% accurate prediction

7. BEHAVIOUR BE

- Innovate good model to predict the heart disease with low budget, trustworthy, user friendly, improve quality of care which must better than hospitals

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

Identify strong TR and EM

3. TRIGGERS TR

- By giving advertisement to people by approaching the students, they share maximum about this to their families/surroundings and also in social media.
- Hospital & doctor suggestion

4. EMOTIONS: BEFORE / AFTER EM

Before:

- More deaths, unpredictable , Doubt .

After:

- Early prediction , Easily diagnosable , Less deaths.

.

10. YOUR SOLUTION SL

- We're going to predict heart disease by analyzing symptoms which are causing heart disease.
- The prediction of heart disease is made with 14 independent features like age, chest pain type, blood pressure, blood glucose level, ECG in rest, FBS over 120, EKG results, Max HR, ST depression, Slope of ST, Number of vessels fluro, Thallium, heart rate and four types of chest pain and the habitual of physical exercise.
- An informative & creative dashboard can be created to present the data and utilize it for future use. Dashboard provide Visual insights which assists in predicting diseases, improving diagnosis, analyzing symptoms, providing appropriate medicines, improving the quality of care, minimizing cost, extending the life span and reduces the death rate of heart patients.

8. CHANNELS of BEHAVIOUR

CH

Online:

Reach the customer online via

- Social media.
- Advertisement platform like google ad sense.
- Affiliate marketing
- Content marketing

Offline:

Reach the customer offline via

- Posters
- Local sponsorship
- Approaching people
- Free trial versions

Extract online and offline CH of BE