

### 1. CUSTOMER SEGMENT(S)

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

Elderly people

CS

### 6. CUSTOMER CONSTRAINTS

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.

Financial constraint and lack of awareness to consult specialists

CC

### 5. AVAILABLE SOLUTIONS

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

Consult doctors (heart specialists) to get some clarity or even diagnose the heart disease but would require financial stability in order to do so

AS

### 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.

Predict probability of heart diseases based on various metrics such as blood pressure, cholesterol levels etc.

J&P

### 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.

- 1.Lack of health awareness
- 2.Genetic problems
- 3.Lifestyle and eating habits

RC

### 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)

- 1.Look up on the internet to find answers
- 2.Visit healthcare specialists
- 3.Consider advice from friends and family

BE

### 3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Symptoms such as chest pain, shortness of breath etc.

TR

### 4. EMOTIONS: BEFORE / AFTER

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.

Fear, Confusion > Clarity, Peace of mind

EM

### 10. YOUR SOLUTION

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.

To create an interactive dashboard to visualise and predict heart diseases based on available metrics as dataset

SL

### 8. CHANNELS of BEHAVIOUR

1. ONLINE  
What kind of actions do customers take online? Extract online channels from #7  
Look for symptoms and also information about other people suffering from similar issues

8.2 OFFLINE  
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Visit doctors for professional opinion and turn to friends and family for emotional support

CH