

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer?</div> <div>The health care centers who want to provide accurate and efficient output should implement our data analysis system to satisfy their customers (patients).</div>	<div>6. CUSTOMER 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.</div> <div>Lack of right data, incomplete data, shallow integration and underlined transaction system, not affordable by some of the centres</div>	<div>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</div> <div>Data collection and storage should be done in a proper and efficient manner by using an efficient platform like excel or python. A database should be maintained for every patient</div>	Explore AS, differentiate
	<div>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.</div> <div>Predictive modeling to lower attrition and produce a leaner, faster, more targeted R & D pipeline in drugs and devices. Analyzing clinical trials and patient records to identify follow-on indications and discover adverse effects before products reach the market.</div>	<div>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.</div> <div>Prolonged patient wait times, lack of options to patients when scheduling appointments and receiving treatment, and high readmission rates which shows patients are at greatest risk.</div>	<div>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)</div> <div>When patients approaching them reduce, losing patient's life, health crisis, emerging high competitive health care centers.</div>	Focus on J&P, tap into BE, understand RC
	<div>3. TRIGGERS What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div> <div>Other health care centers functioning better than them by implementing our analysis, reduced patient satisfaction, low star rating by patients, people recommending some other centers as a better option.</div>	<div>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.</div> <div>Customers do want an affordable as well as an effective analysis, which can be done by our analysis if the data is collected systematically by the centers.</div>	<div>8. CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 By using cloud computing the patient's data can be sent for the analysis and get a predictive output 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. The health care centers can perform the analysis from their place using our software and the stored patient's data</div>	Extract online & offline CH of BE

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.

Before: Patients are insecure about their health and feel helpless about it without any trustworthy health care organization.

After : Patients can experience reduced expenditure, more efficient way of handling health issues by the organization can build trust among their patients.