

2) IoT based devices for Arrythmia detection by private medical companies

3) Prototypes of devices with such capabilities.

**AS**

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

1. High prices of apple watches
2. Tight schedule due to work/inability to provide appointments

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

1) Patients

2) Doctors

2) Look for solutions in the internet.

3) Ask technicians and specialists in the field for solution to these problems.

**BE**

**7. BEHAVIOUR**

1) Ask for professional help/ other ways the problems can be solved.

**RC**

**9. PROBLEM ROOT CAUSE**

1) Inability to get regular heart checkups for prevention.

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**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

1) Highly accurate detection of arrhythmia

2) Cheap healthcare devices for the common people.

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

To create low budget and highly accurate cardiac devices that help chronic heart patients to predict heart attacks before they happen.

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS**  **TR**  1) Seeing other patients not be scared of what would happen next due to their condition. | **10. YOUR SOLUTION**  **SL**  Create an application that is trained to see the difference between a normal ECG and an abnormal ECG or arrhythmia detected in the ECG. This will help prevent heart attacks or strokes in chronic heart patients. | 1. **CHANNELS of BEHAVIOUR**  **CH**     1. **ONLINE**   Online research on possible solutions and reviews of existing products.   * 1. **OFFLINE**   Visit various medical device manufacturer as see if they have any device that serves the purpose or devices that could be tailor made to their problems. | **Extract online & ofﬂine CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER**  **EM**  They feel weak since they have no control over future events – BEFORE  They feel unbothered since they always can prevent the accident - AFTER |

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