

DefineCS, fit into CC

1.CUSTOMERSEGMENT(S)

CS

Whoisyourcustomer?

Predicting that whether the customer who is a patient has to know they are at risk for heart disease.

6.CUSTOMERCONSTRAINTS

CC

Whatconstraintspreventyourcustomersfromtakingactionorlimittheirchoices of solutions?

The patient need to physically visit hospital, undergo various tests, obtain test results and consult doctor.

5.AVAILABLESOLUTIONS

AS

Whichsolutionsareavailabletothecustomerswhentheyfacetheproblem orneedtogetthejobdone?Whathavetheytriedinthepast?Whatpros&consdo thesesolutionshave?

It can be predicted using data exploratory data analysis,data mining techniques etc.

ExploreAS, differentiate

Focus on J&P, tap into

2.JOBS-TO-BE-DONE/PROBLEMS

J&P

Whichjobs-to-be-done(orproblems)do you address for your customers? There could be more than one; explored different sides.

- Difficulty in finding the dataset
- Difficulty in maintaining the security of data

9.PROBLEMROOTCAUSE

RC

What is the real reason that this problem exists? What is the backstory behind the need to do this job? i.e., customers have to do it because of the change in regulations.

- Physical tiredness
- Time consuming process
- High cholesterol
- Diabetes
- Smoking

7.BEHAVIOUR

BE

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)

Stress, unhealthy eating, and physical inactivity were the behaviors of the patients, which predict the risk factors for heart disease.

Focus on J&P, tap into C

Identify strong TR & EM

3.TRIGGERS

TR

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

- Patients to spend more time in hospitals. Patients feel physically and mentally tired.

10.YOURSOLUTION

SL

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.

Our idea is to propose an interactive dashboard for visualising and forecasting cardiac issues, where the user may view the evaluation of individuals' medical reports and the projected outcome. It will be visualised using IBM Cognos and shown in a dashboard. We will first review

8.CHANNELSOFBEHAVIOUR

CH

8.1.ONLINE  
What kind of actions do customer stake online? Extract online channels from #7

The user will provide their data using an interactive dashboard to get precise predictions.

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

The user can decide whether or not consult a doctor based on the prediction they receive.

Extract online & offline C Ho f BE

#### 4. EMOTIONS: BEFORE/AFTER

EM

*How do customers feel when they face a problem or a job and afterwards?*

*Before*

There is no reliable technique to detect cardiovascular disease in its early stages.

*After*

An interactive dashboard that displays the severity and stages of heart disease along with appropriate advice and suggestions

and prepare the data set. To

forecast cardiac disease, a number of machine learning methods can be utilised.



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