

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Our application customers can be anyone irrespective of their gender and age. In specific anyone whether they have the possibility of getting a heart disease based up on their symptoms are the customers of our application.</div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div></div> <div>Some of the customer constraints are<ul style="list-style-type: none"><li>User should have an active internet connection for accessing our application</li><li>They should have a basic knowledge in operating a desktop or pc or laptops</li><li>Customers may not be aware that this kind of application is available</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div></div> <div>There are already many existing web applications which are used to predict the heart diseases. But all the people may not be able to access the application due to the following cons<ul style="list-style-type: none"><li>People living in remote areas who don't have access to desktops or laptops will not able to use the application</li><li>Active internet connection may not be available in all the places</li><li>People may not be aware that these kinds of applications are available to predict heart disease</li><li>Individuals should have basic knowledge in using laptops or pc or desktop</li></ul></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div></div> <div>Diagnosing heart disease is a cumbersome process. It takes lot of time and work to diagnose heart disease. Also, this process costs a lot of money. The examination process of heart disease is based on symptoms experienced by the individual, so it may be too late for the patient after he/she visit the healthcare centre for diagnosis for the heart disease.</div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div></div> <div>Among various life-threatening diseases, heart disease has garnered a great deal of attention in medical research. The diagnosis of heart disease is a challenging task, which can offer automated prediction about the heart condition of patient so that further treatment can be made effective. The diagnosis of heart disease is usually based on signs, symptoms and physical examination of the patient. There are several factors that increase the risk of heart disease, such as smoking habit, body cholesterol level, family history of heart disease, obesity, high blood pressure, and lack of physical exercise.</div>	<div>7. BEHAVIOUR<div>BE</div></div> <div>People will be generally visiting the healthcare centres, if they have symptoms of heart disease, then they will be checking if they have heart disease or not in the healthcare centre. But the major challenge faced by healthcare organizations, such as hospitals and medical centres, is the provision of quality services at affordable costs. Also, people may not be aware of the symptoms of heart disease and it will be too late to cure when they visit the healthcare centre for treatment. Some people may refer to the online applications similar to our application like predicting heart disease to check whether he/she is diagnosed with heart disease.</div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div></div> <div>If an individual experiences any symptoms of heart disease or they feel that they are sick or unwell they may visit the healthcare centre for diagnosing heart disease. If the individual already knows that there are already developed applications which can be used to predict heart disease, they can use these kinds of applications for diagnosing with heart disease.</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>We are planning to develop an effective heart disease prediction system which predicts the likelihood of patients getting heart disease. The system uses 15 medical parameters such as age, sex, blood pressure, cholesterol, and obesity for prediction. Our system enables significant knowledge, e.g., relationships between medical factors related to heart disease and patterns, to be established. It also helps to find patterns and relationships associated with heart disease from a historical heart disease database and answer the complex queries for diagnosing heart disease; therefore, it can be helpful to health care practitioners to make intelligent clinical decisions.</div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div></div> <div>8.1 Online:<div>Use existing online applications for predicting heart disease based on the symptoms that the individual is experiencing.</div></div> <div>8.2 Offline:<div>People visit healthcare centres to check whether they are diagnosed with heart disease or not.</div></div>	Focus on J&P, tap into BE, understand RC
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div></div> <div>Any individual before knowing that they are diagnosed with any illness (for our problem it is heart disease) will be having a normal life. But after knowing that they are diagnosed with an illness can come as a blow. they will be experiencing a range of emotions in the wake of such a diagnosis. They may experience various stages of grief including denial, bargaining, anger, and sadness. They will be accepting one day and angry the next.</div>			
Identify strong TR & EM				Identify strong TR & EM