

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids</div></div> <div>Patients anticipate to classify the type of arrhythmia they are suffering from He/She should get a consent whether they are in agony with arrhythmia Virtual diagnosis and virtual treatment Doctors who need an automated dsystem for classification of arrhythmia</div>	<div>6. CUSTOMER CONSTRAINTS<div>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> <div>••have to know basic image uploading skills. ••have a cell phone / laptop ••have a Gmail / Google Account. ••have proper images and medical records</div>	<div>5. AVAILABLE SOLUTIONS<div>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> <div>Designing wearables which are portable ubiquitously will help the patients to record the cardiac rate despite of their messy schedule Easily interacting application with professionally qualified doctor's assistance can be used Ongoing methods for arrhythmic classification causes a huge delay and does not use any automated systems</div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div></div> <div>Suffers with an irregular heartbeat Improper funtioning of electric signals that coordinates the cardiac beat Group of conditions that cause the heart to beat irregular, too slowly(bradycardia), or too quickly(tachycardia). Pain:persistent palpitations that feel like pounding, galloping or fluttering. chest pain. dizziness or fainting.</div>	<div>9. PROBLEM ROOT CAUSE<div>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> <div>Affected people are lower class so unable to visit a doctor and get consulted. Even the testing and laboratory cost are high. So we need a hands on tool to check the Arrhythmia and classify the same. It is easy to use a built in tool rather done consulting a doctor</div>	<div>7. BEHAVIOUR<div>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> <div>User heart beat is monitored by watching ECG image and predicting whether the user is affected by any of the Arrhythmia type and act accordingly. Sometimes taking test and negative arrhythmia can lead to waste of money and it is avoided by economically backward class of people.</div>	Focus on J&P, tap into BE, understand RC
Define CS, fit into CL	<div>3. TRIGGERS<div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div> <div>Patients want a relief to lead a routine life Using the proposed methodology, classification will be much easier than actual</div>	<div>10. YOUR SOLUTION<div>What kind of solution suits Customer scenario the best? Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.</div></div> <div>An application which predict whether Arrhythmiaa person is affected by Arrhythmia and more than that we can classify the type and identify the type of Arrhythmia.</div>	<div>8.1 ONLINE CHANNELS<div>What kind of actions do customers take online? Extract online channels from box #7 Behaviour</div></div> <div>The user seacrhin websites and medical blogs and research the symptoms. Even online browsers have many helpful ways and addresses the problem</div>	Explore AS, differentiate
	<div>4. EMOTIONS: BEFORE / AFTER<div>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.</div></div> <div>As traditional methods causes lag in time and includes more expense this virtual app/website will be more reliable Comparing to realtime results, this will be more speedy than expected</div>	<div>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>8.2 OFFLINE CHANNELS<div>What kind of actions do customers take offline? Extract offline channels from box #7 Behaviour and use them for customer development.</div></div> <div>Consulting a doctor and experts. Even seeing taking test esults and monitoring with a group of specialists</div>	