Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

A patient who is suffering from Heart Disease.

6. CUSTOMER CONSTRAINTS — CC

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.

The patient wants to predict the accuracy or presence of the heart disease by health monitoring devices.

5. AVAILABLE SOLUTIONS — AS

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

Healthy lifestyle habits – such as eating a low fat food, low salt diet, getting regular exercise and good sleep.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Chest pain, chest tightness, chest pressure and chest discomfort (angina), shortness of breath.

9. PROBLEM ROOT CAUSE — RC

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.

The cause is due to age, obesity, poor diet etc., Complications of heart disease includes heart attack and stroke. You can reduce the risk of complications with early diagnosis and treatment

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)

The patient should take effective blood pressure and diabetes test to analyse the prediction of heart disease. While if the patient has breathing problems the patient should consult with the doctor immediately. Be calm in every situation.

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

3. TRIGGERS `TR`

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

The patient should take necessary step to the prediction of disease. The patient should consult with other patient who suffered with the disease and should take necessary actions.

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.

The patient feels very fear after knowing the presence of disease. If the accuracy level of the disease is low he might feel little calm but the risk is high, patient becomes frustrated and depressed. The patient may have fear of death.

10. YOUR SOLUTION `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.
If you are working on a new business proposition, then keep it blank until you fill inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

The patient should maintain healthy lifestyle. Maintain blood sugar level and manage stress. The patient should maintain regular exercise. Reduce your alcohol consumption. Keep your blood pressure under control. The person needs to be more physically active. The patient should take regular checkup to maintain low risk level.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

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

Based on the analytics we can analyse which patients are most likely to suffer from heart disease in the near future and based on the patient details we will take decisions to cure them.

Identify strong TR & EM