

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS Who is your customer? Patients anticipate to classify the type of Arrhythmia they are suffering from. He /She should get a consent whether they are agony with arrhythmia. Doctors who need virtual	6. CUSTOMER 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. <ul style="list-style-type: none"> Have to know basic image uploading skills. Have a cell phone / laptop Have a Gmail / Google Account. Have proper images and medical records. 	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 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.	Explore AS,
	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. As we know "Health is Wealth", so the first problem to be addressed is <ul style="list-style-type: none"> Timeliness in detecting the abnormalities the patient is suffering from. Accuracy in analyzing the ECG graph. Should be able to provide 	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. <ul style="list-style-type: none"> The root cause of the problem is that the customer has to wait longer time to get the results from the doctor and there is a chance that the results might get swapped between patients resulting in inaccurate. The doctors might also get frustrated due to overloading. 	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) Users expect their heart signals to be properly analyzed and visualized, in the background, without any complication and produce an output which gives the understanding of whether the user is suffering from arrhythmia or not.	
3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbors installing solar panels, reading about a more efficient solution in the news. Human errors causing discrepancies in the Arrhythmia test results.	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 in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. A Deep Learning model that precisely detects and classifies major types of Arrhythmia using ECG scans provided by users	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Exploring different websites to study about their problem for better understanding of the heart, searching experts 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Search for ECG scan center to take ECG scan, Questioning the friends and relatives to find an expert to solve the issue	Extract online & offline CH of BE	
4. EMOTIONS: BEFORE / AFTER EM Before: User doesn't have much time in his hands to visit the doctors frequently and thus would be annoyed After: User feels much more comfortable with the website due to its ease of access and user-friendly				