

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? I.e. working parents of 0-5 y.o. kids  <b>Hospitals and other healthcare facilities</b>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> 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.  1. Lack of awareness about pre-emptive detection of heart diseases. 2. Budget	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 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  1. Indices like the Body Mass Index(BMI) 2. Blood cholesterol level 3. Family History 4. Other parameters that are measured in a routine check-up e.g.,percentage of arterial blockage	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.  <b>Life- saving preventative healthcare</b>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 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.  <b>Limited options in highly accurate yet cheap options for pre-emptive detection of heart attacks.</b>	<b>7. BEHAVIOUR</b> <span>BE</span> 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)  1. Balanced diet 2. Being physically active 3. Regular check-ups	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. 1. High cost of healthcare 2. Information from their relatives 3. Awareness about preventative healthcare	<b>10. YOUR SOLUTION</b> <span>SL</span> 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.  Other forms of prevention like eating a balanced diet, maintaining a good physical shape and routine check-ups.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online? Extract online channels from #7 1. Online appointments with doctors 2. Searching about self- help methods for preventing heart attacks  <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. 1. Visiting their doctor 2. Maintaining a balanced diet 3. Performing physical exercises	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> 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. 1. Fear 2. Stress 3. Anxiety 4. Loss of confidence			