Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

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

- All people over the age of 29.
- Doctors and clinical centers.

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.

- Changes in data to be evaluated and updated.
- Poor network or connection issues.

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?

Solution : Traditional invasive methods for testing.
Cons : Time consuming and expensive at the time of assessment.

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.

- No hard time while predicting results.
- Should be retrained periodically.

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.

Predictive models need to be updated because everyday new data is being created.

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)

Customers leave feedback and ask for queries in the respected site.

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

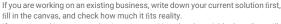**Identify strong TR & EM**

3. TRIGGERS   `TR`

What triggers customers to act?

Accuracy of results and the belief that the preventive measures can be taken before to reduce the mortality.

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.

BEFORE:
   Frustrated, Fury, Time consuming, Complex.
AFTER:
   Relaxed, Time saving, Simple.

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.

We use an logistic regression algorithm to analyse and predict the heart diseases with an high accuracy. The new data can be updated by retraining periodically. So that people with high risk of heart disaeses can be identified and prevention can be taken earlier. Mortality rate can also be decreased.

8. CHANNELS of BEHAVIOUR   `CH`

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

Uploading the basic information needed to predict and can get the results immediately..

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

Need to take test and wait for the results as it may take much time.

Identify strong TR & EM