1. CUSTOMER SEGMENT(S) `CS`

Customers who use this application should be 18 years old or greater.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

- Worried about safety of the customer data.
- Wastage of time for customer if misprediction happens.
- Difficult to use for first time users.

5. AVAILABLE SOLUTIONS PLUSES & MINUSES `AS`

This application is an healthy way to keep in check the medical condition of the customers. This is a precaution application developed to predict the heart disease at early stages.

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

- It is very difficult to predict the heart disease.
- Predictions are not reliable.
- It has higher percentage which leads to misprediction.
- Lack of regulation and approval.
- Risk of data breach.
- Lack of trust leads to reduce in customers using the application.
- These platforms mostly are paid.

9. PROBLEM ROOT / CAUSE `RC`

- Lack of trust or reliability among the users.
- Presence of many non-approved application leads to downfall of all the health application.
- Lack of awareness about the seriousness of heart disease.
- Health applications are not reliable among the users.
- The health apps work in a profit-making way.

7. BEHAVIOR + ITS INTENSITY `BE`

- Lack of awareness about heart diseases among the customers.
- The customers are old fashioned and are not convinced by the heart disease prediction.
- Customers feel insecure about sharing their medical details to the application.
- Customers are worried about misprediction which leads to wastage of time and effort.

3. TRIGGERS TO ACT `TR`

- Seeing social awareness programs about the severity of heart diseases
- Efficient prediction of results among the patients
- Ethical functioning of the system

4. EMOTIONS BEFORE / AFTER `EM`

Before:
Apprehension of the disease and Uneasiness about the symptoms.
After:
Reassurance and Appeasement of diagnosis.

10. YOUR SOLUTION `SL`

- This application helps in predicting the heart disease accurately and is reliable.
- This application maintains the customer medical details safe and secure.
- This application classifies all the heart disease and alerts the customer based on their prediction.
- This application is approved by the health institution.
- The application is free of cost.

8. CHANNELS of BEHAVIOR `CH`

ONLINE

Extract information from the database and update it in real-time.

OFFLINE

Extract information from the database and use it for Diagnostic purposes.