

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Customers who use this application should be 18 years old or greater.	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <ul style="list-style-type: none">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 <small>PLUSES & MINUSES</small> 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.	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none">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 <ul style="list-style-type: none">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 <ul style="list-style-type: none">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.	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none">Seeing social awareness programs about the severity of heart diseasesEfficient prediction of results among the patientsEthical functioning of the system 4. EMOTIONS <small>BEFORE / AFTER</small> EM Before: Apprehension of the disease and Uneasiness about the symptoms. After: Reassurance and Appeasement of diagnosis.	10. YOUR SOLUTION SL <ul style="list-style-type: none">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.	Extract online & offline CH of BE