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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) People suffering from heart disease. CS | 6. CUSTOMER CONSTRAINTS No enough money for medicine tests. Don't know about regular testing. CC | 5. AVAILABLE SOLUTIONS Cardiac medical examination illness should be done. CS | Explore AS, differen |
| | 2. JOBS-TO-BE-DONE / PROBLEMS It's difficult to afford medical expenses. Medical tests are expensive. | 9. PROBLEM ROOT CAUSE Non-availability of low-cost, reliable and rapid prediction method heart disease. RC | 7. BEHAVIOUR Making huge issue over small things. They push themselves as they have heart disease. BE | |

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| 3. TRIGGERS Presence of some cardiac symptoms Disease. There are doubts about their health Condition. TR | 10. YOUR SOLUTION I will create an app to predict heart disease through machine learning. SL | 8. CHANNELS of BEHAVIOUR Looking for heart disease signs on the Internet. Asking other people whether they Feel the same? CH | Identify |
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| | <div>4. EMOTIONS: BEFORE / AFTER</div> <div>Depressed about the test report</div> <div>Worries about the future</div> | | | |
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