Project Design Phase-I - Solution Fit

Project Title: Visualizing and Predicting Heart Disease with An Interactive Dashboard

1. CUSTOMER SEGMENT(S)

CS

J&P

People who want to keep update of their heart condition

Collaboration with Hospitals (Doctors)

6. CUSTOMER CONSTRAINTS

CC

Network issues

Lack of detailed medical knowledge of oneself

It's not user friendly for remote village.

5. AVAILABLE SOLUTIONS

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AS

O ver the last decade, heart disease prediction is done using machine learning And data mining techniques. Many algorithms such as lift chart, classification matrix, KNN & k-mean clustering algorithms etc. But the prediction accuracy is not 100% accurate. The major challenges include integrating data mining and text mining while observing unstructured data vastly present. The relationship between attributes produces by neural networks is more difficult to understand. This practice rises ethical issues for organization that mine the data and privacy consents of consumer

2. JOBS-TO-BE-DONE / PROBLEMS

The user needs a way to identify whether

he/she is affected by heart disease, improve diagnosis & quality of care, assists in predicting diseases, analyzing symptoms, providing appropriate medicines, minimizing cost, extending the life span and reduces the death rate of heart patients.

9. PROBLEM ROOT CAUSE

RC

√ It's very difficult to turns the large collection of raw healthcare data into information that can help to make informed decisions and predictions.

- It consumes a lot of time for checking and cost is more. We can't predict this disease Immediately.
- Even though, there is many existing solution available in the market which has no 100% accurate prediction

7. BEHAVIOUR

BE

Innovate good model to predict the heart disease with low budget, trustworthy, user friendly, improve quality of care which must better than hospitals

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J

3. TRIGGERS

TR

EM

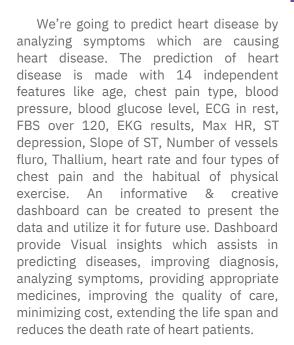
- By giving advertisement to people By approaching the students, they share maximum about this to their families/surroundings and also in social media.
- Hospital & doctor suggestion

4. EMOTIONS: BEFORE / AFTER



- Need to go to doctors for checking -> check their condition simply in home with mobile
- Prediction late-> earlier prediction which reduces death rate
- High cost -> minimizes the cost

10. YOUR SOLUTION



8. CHANNELS of BEHAVIOUR

Online:

Reach the customer online via

- √ Social media
- √ Advertisement platform like google ad sense
- √ Affiliate marketing
- √ Content marketing

Offline:

Reach the customer offline via

- √ Posters
- √ Local sponsorship
- √ Approaching people
- √ Free trial versions

