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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS The patient who is suffering with irregular heartbeat. | 6. CUSTOMER CONSTRAINTS CC * You can certainly live a happy, healthy life with an irregular heartbeat. However, it's always a good idea to check with your doctor when you're experiencing new symptoms or discomfort. | 5.AVAILABLE SOLUTION AS •Treatment for heart arrhythmia's may include medications, therapies such as Val maneuvers, cardio version catheter procedures or heart surgery. | Explore AS, differentiate |
| | 2. JOBS-TO-BE-DONE / PROBLEMS J&P •Eat heart-healthy foods. •Exercise regularly. •Quit smoking. •Maintain a healthy weight. •Keep blood pressure and cholesterol levels under control. •Drink alcohol in moderation | 9. PROBLEM ROOT CAUSE RC * The most common type of arrhythmia is atrial fibrillation, which causes an irregular and fast heartbeat. * Many factor scan affect your heart's rhythm, such as having had a heart attack, smoking,congenital heart defects, and stress. Some substances or medicines may also cause arrhythmia's. | 7. BEHAVIOR BE • Symptoms may include fatigue, weakness, and many other symptoms. • The symptoms may affect one's lifestyle, and may also lead to concern about the potential impede normal life activities. | |
| | 3. TRIGGERS TR Drinking too much alcohol can affect the electrical impulses in your heart and can increase the chance of developing atrial fibrillation 4. EMOTIONS: BEFORE / AFTER EM * Stress can contribute to heart rhythm disorders (arrhythmia's) such as atrial fibrillation. •Some studies suggest that stress and mental health issues may cause your atrial fibrillation symptoms to worsen. | 10. YOUR SOLUTION SL Consult the doctor on time to avoid the risk. •Take the ECG in the authorized center under the consultation of the doctor. •Take a heart healthier foods. •Due breathing exercise | 8. CHANNELS OF BEHAVIOR CH 8.1 ONLINE •In a video chat the doctor used to consult first for the gastric problem they advise to take pills for it. • It is not cured an advice to consult a doctor in offline 8.2 OFFLINE •After seeing all the pass history they advise to take ECG and follow up with health checkup | |