

## Project Design Phase-I Problem Solution Fit Template

Date	01 October 2022
Team ID	PNT2022TMID39416
Project Name	Project - VISUALIZING AND PREDICTING HEART DISEASE WITH AN INTERACTIVE DASH BOARD.
Maximum Marks	4 Marks

### Problem Solution Fit Template:

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right;">CS</span> <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">A person suffering from Cardiovascular disease.</div>	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right;">CC</span> <small>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</small> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">The patient needs to visualize and predict the heart disease by blood tests or health monitoring diseases.</div>	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right;">AS</span> <small>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">Take heart healthy diet, maintain a healthy weight, get good quality sleep, manage stress and don't smoke or use tobacco.</div>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right;">J&amp;P</span> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">The main problems related to heart disease are high blood pressure, high blood cholesterol, chest pain, shortness of breathe, angina, etc...</div>	<b>9. PROBLEM ROOT CAUSE</b> <span style="float: right;">RC</span> <small>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</small> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">The root cause for cardiovascular disease are unhealthy foods, lack of exercise, smoking, poor diet, high cholesterol and obesity.</div>	<b>7. BEHAVIOUR</b> <span style="float: right;">BE</span> <small>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</small> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">Try to limit saturated fats, foods high in sodium and added sugars. Eat plenty of fresh fruit, vegetables and whole grains. Don't smoke or use tobacco.</div>	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span style="float: right;">TR</span> <small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">Symptoms like heavy heartbeat rate, shortness of breathe triggers them to take tests related to heart disease. People are also triggered to experiment tests by what they see and hear.</div>	<b>10. YOUR SOLUTION</b> <span style="float: right;">SL</span> <small>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</small> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">Create an Interactive dashboards about the patient, which help in categorizing them under unique classification such as age, heartbeat range, etc....</div>	<b>8. CHANNELS of BEHAVIOUR</b> <span style="float: right;">CH</span> <b>8.1 ONLINE</b> <small>What kind of actions do customers take online? Extract online channels from #7</small> <b>8.2 OFFLINE</b> <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">Based on informations in dashboard we can predict which patients are most likely to suffer from heart disease.</div>	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span style="float: right;">EM</span> <small>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</small> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;">The patient often results in depression, anxiety, isolation, loneliness, sadness diminished self-esteem, etc.....</div>			