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|--|--|---|--|-----------------------------------|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS Who is your customer? people who are aged 60 years and older. It's in part due to wear and tear of an older heart. Other health or heart problems may also play a role. People who are older are more likely to have many health problems. | 6. CUSTOMER CC 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. New technology, Current supply, Customer Safety, Network connection, Belief | 5. AVAILABLE SOLUTIONS AS 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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking Medications,therapies,Loss excess weight, Avoid tobacco smoke | Explore AS, differentiate |
| | 2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. 1. Keep blood pressure and cholestrol levels under control. 2. Maintain follow-up care. | 9. PROBLEM ROOT CAUSE RC 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. 1. people's hearts rhythm may affect by most common type such as a heart attack, smoking, congenital heart defects, and stress. 2. Some substances or mesicines may also cause arrhythmias. | 7. BEHAVIOUR BE 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) To using ECG to find or calculate the irregural heartbeat and measuring the time intervals Between P waves to find heartbeat level. | |
| Focus on J&P, tap into BE, understand RC | 3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installingsolar panels, reading about a more efficient solution in the news. Stress can contribute to heart rhythm disorders (arrhythmias) such as atrial fibrillation. | 10. YOUR SOLUTION SL 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. Cardioversion is a medical procedure that uses quick, low-energy shocks to restore a regular heart rhythm. | 8. CHANNELS of BEHAVIOUR CH ONLINE What kind of actions do customers take online? Extract online channels from #7 An online consultations enables you to contact a GP or other health professional over the internet. OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. An customers take arrhythmia treatment offline consuming time. | Extract online & offline CH of BE |
| | 4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. They feel palpitations,feeling dizzy,fainting and being short of breath. | | | |