

1. CUSTOMER SEGMENT(S)

CS

- * Heart Disease affected Patients
- *Aged Persons
- *Youngsters
- *Persons between age group (50-60).

6. CUSTOMER CONSTRAINTS

CC

Avoidable medical errors. Low treatable mortality rates. Lack of transparency. Difficulty finding a good doctor. High maintenance costs. The lack of insurance coverage. The shortage of nurses and doctors. A different perspective on solving the shortage crisis.

5. AVAILABLE SOLUTIONS

AS

- * Eliminate the short-term practice of data cleansing.
- * Learn how to perform analysis, visualizations and algorithms effectively
- * Heart disease prediction system aims to exploit data mining techniques on medical data set to assist in the prediction of the heart diseases.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

The quality of data should be accurate and reliable. Obviously, the outcome will solely depend on the data we put into the prediction. If the data is skewed, then the prediction which is dependent on it, will be skewed as well.

9. PROBLEM ROOT CAUSE

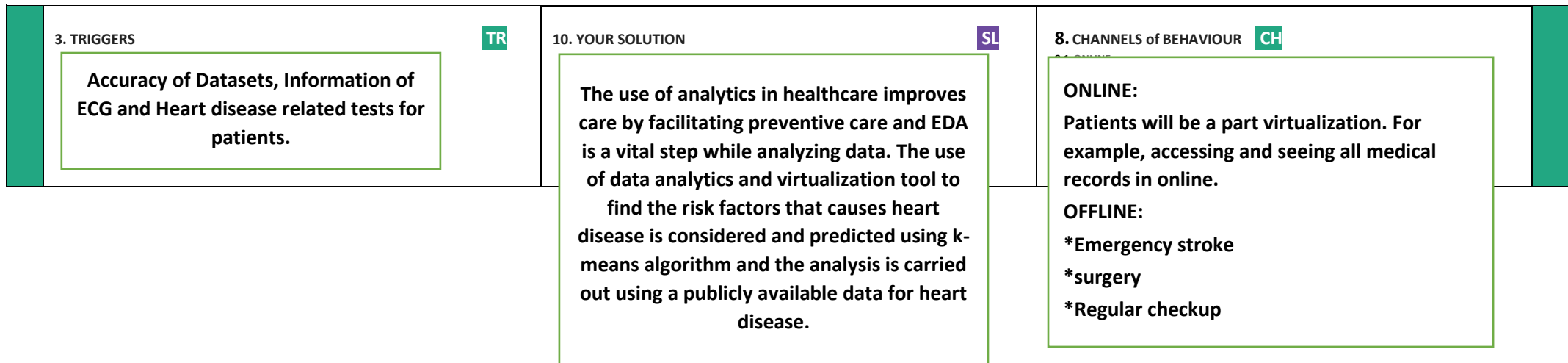
RC

Leading risk factors for heart disease and stroke are high blood pressure, high low-density lipoprotein (LDL) cholesterol, diabetes, smoking and secondhanded smoke exposure, obesity, unhealthy diet, and physical inactivity.

7. BEHAVIOUR

BE

- *Develop or improve upon the strategic vision.
- *Segment Patients with personalization.



Identify strong TR & EM	<div data-bbox="141 156 416 180">4. EMOTIONS: BEFORE / AFTER</div> <div data-bbox="721 156 763 180">EM</div> <div data-bbox="185 220 730 368">Indicate that strong emotions, especially negative emotions, such as hostility, anger, depression and anxiety, precipitate coronary heart disease.</div>		Identify strong TR & EM
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