Project Design Phase-I Problem - Solution Fit

Date	14 October 2022
Team ID	PNT2022TMID45847
Project Name	Visualizing and predicting heart diseases with
	an interactive dashboard
Maximum Marks	2 Marks

1. CUSTOMER SEGMENT(S)

- people who have high blood pressure
- people who have high cholesterol
- people who have high lipoprotein Diabete patients
- people who have lack of regular exercise Thrombosis patients

- people who shortmess of breath
 people who have Chest pain, chest tightness, chest
 pressure and chest discounfort (mgina)
 people who have Pain in the neck, jaw, dtroat, upper belly area
- people who have Pain, numbness, weakness or coldness in the legs or arms if the blood vessels in those body areas are narrowed
- people who have overweight

6. CUSTOMER CONSTRAINTS

enstraints prevent your customers from taking action or limit their choicesof

- Lack of knowledge about heart disease.
- Negative thoughts of the customer.

 Personal characteristics and physical disability of the customer.

 Complex symptoms of heart failure.

 Psychological problems.

- Lack of support.

 Lack of hope in treatment.
- Economical background is major constraints that prevent the customer from taking action.
- Medical and disease related limitations

5.AVAILABLE SOLUTIONS



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?

There are various solutions available for the people who re

affected with heart diseases. They are,

- Quit smoking
- get cholesterol test periodically
- eat plenty of fruits, vegetables and healthy foods with grains, sprouts, nuts etc.
- Exercise regularly
- Maintain a good physique.

If these solutions are properly followed then the people

affected with disease can be cured naturally.

- · But, along with these they have to go for regular medical checkup and test for any heart disease.
- If disease is found in heart they need to make arrangements under proper medications.

2. JOBS-TO-BE-DONE/PROBLEMS

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the backstory behind the need to do this job?



- commany artery disease.

 lock of exercise obesity and smoking.

 Actual seatic insufficiency(AI).

 To cuts the diseased patient septically to visualize the heart problems and give nelate to them.

 One backnows that many children are now affected with hole in theheart and written as for the elders, so this needed in initiated.

 Many of the elders, so this needed in initiated.

 In this without heart of the elders, so this needed in the womb so problem in this affects the whole body.

 This, this visualization is made and any such heart diseases is predicted with an interactive dashboard.



er do to address the problem and get the job done?

- Regular, daily physical activity can lower the risk of beart disease. Physical activity helps control your weight. As halthy diet can help protect the heart, supprove blood pressure and cholesterol, and reduce the risk of type 2 disbetes. One of the best things you can do for your beart is to stop smoking or using smokeless subsoccievent if you're not a smoker, be sure to a vou'd-secondhand

- Maintain a healthy weight Get good quality sleep
- High blood pressure and high choles terol can damage the heart and blood vessel. But without testing for them, you probably won't know whether you have these conditions. Regular screening can tell you what your numbers are and whether you need to take action.

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Lifestyle changes
- Lives depending on medical support
- need to search for heart specialist with manageable price need to apply for health insurance
- Financial insecurity Anxiety
- shortness of breath
- may feel emotional stress
- may feel chest pain chest tightness chest pressure
- feel for fatigue

10. YOUR SOLUTION

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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 he canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- Heart disease treatment depends on the cause and type of heart damage. Healthy lifestyle habits - such as eating a low-fat, low-salt diet, getting regular exercise and good sleep, and not smoking — are an important part of treatment
- If lifestyle changes alone don't work, medications may be needed to control heart disease symptoms and to prevent complications. The typeof medication used depends on the type of heart disease.
- Some people with heart disease may need a procedure or surgery. The type of procedure or surgery will depend on the type of heart disease and the amount of damage to the heart.

8. CHANNELS of BEHAVIOUR



8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7

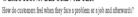
- Online appointments with doctors.
- Research about the heart disease they are diagnosed with.
- Finding possible natural cures.

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What kind of actions do customers take offline? Extract offline channels from #7and use them for customer development.

- Maintaining proper diet and eating healthy food.
- Having adequate amount of sleep.
- Maintaining a calm and relaxed mindstate
- Following the suggestions made by the doctors.
- Doing exercise and maintaining fitness. Taking the right doses of pills at the right time mentioned by doctors.

4. EMOTIONS: BEFORE / AFTER



- i.e. lost, insecure > confident, in control use it in your communication strategy & design. Before a person knows that he/she is affected with any kind of disease, they arehappy
- and do their work normally.

 They don't need to worry about their own body for any problems and do their work
- normally and comfortably.

 But, after a person comes to know about any kind of problems especially a heart disease,he/she becomes illness
- unhealthy
- uncomfortable with their daily routines
- Lifestyle becomes upside down.