

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer? <div>Doctors in hospitals E.g.: Doctors can use this along with the patients' medical data to analyze the risk of heart disease.</div></div>	<div>6. CUSTOMER CONSTRAINTS 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. <div>Since we are dealing with sensitive medical data, it is not recommended for customers to self-diagnose as it is very risky. It can however be used as a tool to increase awareness regarding this issue.</div></div>	<div>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? i.e. pen and paper is an alternative to digital notetaking <div>Customers can go to the doctor for a medical checkup. Based on the test results, doctors will advise them.</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <div>Visualizations give doctors very good insights on the potential chances for a patient to get heart disease. It is also very useful to explain to patients so that they can easily understand the risk factor and take care of themselves to reduce the likelihood of getting heart disease.</div></div>	<div>9. PROBLEM ROOT CAUSE 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. <div>Not storing and analyzing data properly to help doctors make informed decisions</div></div>	<div>7. BEHAVIOUR 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) <div>Ensure data is stored in an organized and sequential order like an excel sheet for example right from the start so that is ready to be used for analysis.</div></div>	
Focus on J&P, tap into BE, understand RC	Focus on J&P, tap into BE, understand RC			Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

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

Patients who have a history with heart disease or those patients who are currently experiencing similar symptoms to those who have heart disease.

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.

Feeling afraid and depressed.
Develop a feeling of awareness which mean people

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 behavior.

To clean data and provide visualizations to help doctors in their diagnosis of patient as well as make customers more aware of this issue.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

8.2 OFFLINE

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

ONLINE: Users look at the data and compare it with their test results

OFFLINE: Doctors use it as a tool to diagnose patients and make accurate predictions.