Explore

AS,

differentiate

1. CUSTOMER SEGMENT(S)

Who is your customer

Some problems which have to the patient leads heart disease The problems in patient are Smoking, High pressure and the patient who have high cholesterol

6. CUSTOMER **CONSTRAINTS**

What constraints prevent your customers from taking action or limit their choices of solutions?

The patient need to be physically and mentally fit. Take medical test And console doctor.

5. AVAILABLE

- SOLUTIONS
 The patient need to take proper medicine and go check regularly.
 - Eating healthy food and do exercise regularly.
 - Keeping the medical reports and improvement reports.

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 side.

- The person can feel pain in chest.
- High pressure and cholesterol.

9. PROBLEM ROOT CAUSE

What is the real reason

RC

that this problem exists? What is the back story behind the need to do this job?

- **Smoking**
- Food habit and no physical strength

7. BEHAVIOUR

BE

usage and benefits; indirectly associated:

Unhealthy, Shortness of breath, Stress, Tiredness.

Focus on J&P, tap into BE, understand

3. TRIGGERS



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

Need a specialist.

Stress and High pressure.

Less in cost.

4. EMOTIONS: BEFORE / AFTER



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.

Before Person feel Tried, Fatigue.

After Deducting the problem feel free, become healthy

10. YOUR SOLUTION



Prediction and visualizing the possibilities of heart disease using dashboard

Heart disease can affect because of various factors like smoking, high pressure etc.

Heart disease have the various factors like type of chest pain, type of heart disease.

Based on this, We can predict and analyze the disease and visualize it by using Dashboard.

8. CHANNELS of BEHAVIOUR



8.10NLINE

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

Online portal and research the information.

8.1 OFFLINE

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

Go to specialist and take the body check up

