6. CUSTOMER CONSTRAINTS

Identify heart disease because of several contributory risk factors such as diabetes, high blood pressure, high cholesterol, abnormal pulse rate

5. AVAILABLE SOLUTIONS

Healthy lifestyle habits such as eating a low-fat, low-salt diet, getting regular exercise and good sleep, and not smoking

2. JOBS-TO-BE-DONE / PROBLEMS

TR

Find heart problems and cure the diseases

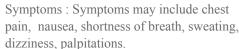
9. PROBLEM ROOT CAUSE

Risk factors include a poor diet, lack of exercise, obesity and smoking. Healthy lifestyle choices can help lower the risk of atherosclerosis

7. BEHAVIOUR

Protect you from type 2 diabetes, asthma, joint pain, and a number of other chronic diseases and conditions

3. TRIGGERS



4. EMOTIONS: BEFORE / AFTER

Before: Especially negative emotions, such as hostility, anger, depression and anxiety, precipitate coronary heart disease

After: Temporary feelings of sadness and a depressed mood are common for the first few weeks.

10. YOUR SOLUTION

Vitamin C. Arrhythmias and other heart conditions are associated with oxidant stress and inflammation. Antioxidants like vitamin C and vitamin E appear to be effective in reducing these. You can use vitamin C to treat colds, the flu, and even cancer, and it can also help with arrhythmia.

8. CHANNELS BEHAVIOR



Customer will Find their heart disease online rather than going hospital

8.2 OFFLINE

Customer will collect their ecg image offline going hospital