

<div><div>1. CUSTOMER SEGMENT(S)</div><div><div>C</div><div>S</div></div><div>A teacher who have heart disease but she dont have time to go hospital</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div><div>C</div><div>C</div></div><div>Identify heart disease because of several contributory risk factors such as diabetes, high blood pressure, high cholesterol, abnormal pulse rate</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div><div>A</div><div>S</div></div><div>Healthy lifestyle habits such as eating a low-fat, low-salt diet, getting regular exercise and good sleep, and not smoking</div></div>
<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div><div>J</div><div>T</div><div>B</div><div>E</div><div>D</div></div><div>Find heart problems and cure the diseases</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div><div>P</div><div>R</div><div>C</div></div><div>Risk factors include a poor diet, lack of exercise, obesity and smoking. Healthy lifestyle choices can help lower the risk of atherosclerosis</div></div>	<div><div>7. BEHAVIOUR</div><div><div>B</div><div>E</div></div><div>Protect you from type 2 diabetes, asthma, joint pain, and a number of other chronic diseases and conditions</div></div>

<div><div>3. TRIGGERS</div><div><div>T</div><div>R</div></div><div>Symptoms : Symptoms may include chest pain, nausea, shortness of breath, sweating, dizziness, palpitations.</div></div>	<div><div>10. YOUR SOLUTION</div><div><div>S</div><div>L</div></div><div>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.</div></div>	<div><div>8. CHANNELS BEHAVIOR</div><div><div>C</div><div>H</div></div><div><div>8.1 ONLINE</div><div>Customer will Find their heart disease online rather than going hospital</div></div><div><div>8.2 OFFLINE</div><div>Customer will collect their ecg image offline going hospital</div></div></div>
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div><div>E</div><div>M</div></div><div><div>Before :</div><div>Especially negative emotions, such as hostility, anger, depression and anxiety, precipitate coronary heart disease</div></div><div><div>After :</div><div>Temporary feelings of sadness and a depressed mood are common for the first few weeks.</div></div></div>		

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