Visualizing and Predicting Heart Diseases with an InteractiveDash Board

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Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

people affected with heart diseases are said to be our customers and the doctors also considered as our customers because they are the ones who wants a technology based services for treating people.

6. CUSTOMER CONSTRAINTS — CC

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.

Focus on consumer decision-making process, highlighting the key moments from identifying a need to buying and consuming a product, and adopt a true "consumer focus" in year managerial decisions by analysing how consumers make decisions, what happens in their hearts and minds.

5. AVAILABLE SOLUTIONS — AS

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

The proposed solutions are ECG for diagnosis of heart diseases ,most of all eating a fat ,low salt diet,getting regular exercise and good sleep and not smoking are important part of treatment.Solutions are independent in various type of heart damage.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

It describe the mechanisms that cause a customer to adapt an innovation.The theory states that markets grow evolve,and renew whatever customers have a job to be done,then buy a product to complete it.In our project, a person needs to recover from heart disease , no matter what were going to use,they need a end solution which can change their health condition when compare to before

9. PROBLEM ROOT CAUSE — RC

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.

The main reason of getting CHD are diabetes, high chloesterol and blood pressure, smoking, mental depression, eating an unhealthy diet and any family history of heart disease.

7. BEHAVIOUR — BE

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)

First of all they (customer or patients) should report what problem they are undergoing according to their health condition. After that they are instructed to follow the steps that the solution provider given (that is jobs to be done for curing their illness).

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR

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

By seeing the advanced technology providing a solution for their problem with low cost,and getting benefit from where they are ,so this makes customers to act.

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.

When they facing a problem of health illness,they feel lonely,get depressed of them and their family ,feel insecure etc...After knowing their illness can be treated,they have hope,confidence to tackle their problem.

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 behaviour.

Our solution is about to find out the persons where all on the edge to get caught by heart disease. For this we taking a survey on peoples health conditions by age,gender , and what type of foods they are intaking , by this we predict and visualize the people those who are all normal vs affected through , Data Analytics.

8. CHANNELS of BEHAVIOUR — CH

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

They can check the symptoms of heart diseases or any other health illness by referring in online websites, etc.....

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

They can consult a Doctor in practical of what problem they have in their body.

Extract online & offline CH of BE

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