

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 who suffer from heart disease.

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.

Insufficient money for medical chekups.  
Unaware about regular checkup.

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

Customers can go to the doctor for a medical checkup

Based on the test results doctors will advice them.

The patient can do manual prediction.

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.

Visualizations give doctors very good insights on the potential chances for a patient to get heart disease.

Visualizing and predicting heart disease.

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 chdr diabetics, 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 are facing problem of health illness, they feel lonenly 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.

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

Develop an application to predict heart disease with machine learning.

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

Searching about heart disease symptoms in internet.

OFFLINE

Asking other people if they feels the same?

Identify strong TR & EM