

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

1. People who have chest pain, chest discomfort etc.,
2. People who have diabetes, high blood pressure, high cholesterol.
3. People who have shortness of breath.
4. Elderly people.

CS

6. CUSTOMER CONSTRAINTS

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.

1. Financial instability.
2. Lack of knowledge about heart disease.
3. Unaware about checkup.
4. Lack of support.

CC

5. AVAILABLE SOLUTIONS

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

1. Consult Heart Specialists.
2. Take Prescribed medicines.
3. Quit Smoking and consuming alcohol.
4. Do Yoga and Exercise daily.
5. Do proper checkup.

AS

Explore AS, differentiate

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

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 sides.

1. Lack of technology predicting heart disease early.
2. Lives on medical support.
3. The medical expenses are more.
4. Bearing high pain.

J&P

9. PROBLEM ROOT CAUSE

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.

1. Lack of advanced technology.
2. Genetic reasons.
3. Eating high amount of unhealthy foods.
4. Backstory - underage people are severely affected by this disease.
So all techniques are initiated.

RC

7. BEHAVIOUR

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)

1. Managing Stress
2. Maintain diet and good quality sleep.
3. Consider advice from family and friends.
4. Active and Energetic every time.

BE

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

Identify strong TR & EM

3. TRIGGERS

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

1. Having symptoms of heart disease.
2. Shortness of breath.

TR

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.

Lead a normal life > Fear about future

EM

10. YOUR SOLUTION

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.

1. Predicting the heart disease at an initial stage.
2. Creating an interactive dashboard to analyze and predict heart disease from the collection of data.

SL

8. CHANNELS of BEHAVIOUR

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

1. Researching about heart disease.
2. Booking appointments with doctors.

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

1. Visiting doctors and following the activities consulted by the doctor.
2. Support from friends and family.

CH

Extract online & offline CH of BE