

Project Design Phase-I - Solution Fit Template

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></div><div>CS</div><div>The people with heart disease and people who may get heart disease</div></div>	<div><div>6. CUSTOMER CONSTRAINTS <small>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.</small></div><div>CC</div><div>Limitations for people having heart disease are control your blood pressure, Keep your cholesterol levels under control,Stay at a healthy weight, Eat a healthy diet, Limit alcohol, Don't smoke, Manage stress and diabetes</div></div>	<div><div>5. AVAILABLE SOLUTIONS <small>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</small></div><div>AS</div><div>The Effective Heart Disease Prediction system(EHDPS) predicts the likelihood of patients getting heart disease.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></div><div>J&P</div><div>Our problem is to visualize and predict people having heart disease</div></div>	<div><div>9. PROBLEM ROOT CAUSE <small>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.</small></div><div>RC</div><div>Coronary heart disease (CHD) is the root cause problem.It is usually caused by a build-up of fatty deposits (atheroma) on the walls of the arteries around the heart (coronary arteries). The build-up of atheroma makes the arteries narrower, restricting the flow of blood to the heart muscle. This process is called atherosclerosis</div></div>	<div><div>7. BEHAVIOUR <small>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</small></div><div>BE</div><div>Behavioral factors of heart disease..Changing lifestyle can reduce risk But high blood pressure, high LDL cholesterol, smoking, a sedentary lifestyle, being overweight, having diabetes, a poor diet, drinking alcohol and stress are all risk factors you can control with lifestyle changes — and your healthcare provider's help</div></div>	
Focus on J&P, tap into BE, understand RC		Focus on J&P, tap into BE, understand RC		

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.

Anger, grief, and stress are known triggers of heart problems.. Risk factors may include a poor diet, lack of exercise, obesity and smoking.

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.

After heart attack people may suffer from many emotions like fear of losing their job, family & work life. You may feel alone, scared or different from the person you were before you learned you had heart disease. And your emotions may be both negative and positive

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.

An inherited heart disease is one which has been passed on through your parents' genes. Inherited cardiac conditions (ICC) is an umbrella term covering a wide variety of relatively rare diseases of the heart. They are also referred to as genetic cardiac condition. This type of condition can be used as a solution to trace people with heart disease

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: Digital Health in Cardiology They can empower patients and health providers, promote universal health services coverage, improve long-term patient outcomes, and reduce healthcare costs.

OFFLINE: Regular offline checkups with your doctor is required. Attend free camp.