Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

For this application, there are only three kinds of customers – doctors, medical assistants and patients.

6. CUSTOMER CONSTRAINTS   CC

Classifying the correct arrhythmia type from ECG scans require much time and effort which can be better spent in treatment.

5. AVAILABLE SOLUTIONS   AS

The process of arrhythmia classification is simple but time consuming. The solution is to automate it.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   J&P

By automating the classification process, a great deal of time and effort is saved for the medical practitioners.

9. PROBLEM ROOT CAUSE   RC

The root cause of the problem is the inability of humans to do simple but repetitive tasks leading to mistakes in the process (which can lead to wrong treatment).

7. BEHAVIOUR   BE

The customer (medical practitioners in this case) seek to automate the process. This enables them to treat patients faster (saving more lives) and enabling them to do more.

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

3. TRIGGERS   TR

Medical practitioners are easily triggered to act when a solution that frees time from their hectic jobs is available.

4. EMOTIONS: BEFORE / AFTER   EM

Medical practitioners feel much less stressed after automating the process thanks to more free time and can do their jobs better.

10. YOUR SOLUTION   SL

The solution is to create a software application that has a simple user interface with which customers can easily input ECG scans to get results of the exact arrhythmia type.

8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE

Not Applicable

8.2 OFFLINE

The customers interact with the UI to input ECG scan image and get arrhythmia type result.