Ideation Phase
Define the Problem Statements

Date	31 Jan 2026
Team ID	LTVIP2026TMIDS61540
Project Name	Heart Disease Analysis
Maximum Marks	2 Marks

Customer Problem Statement Template:

Customer: Cardiologist / Healthcare Analyst

Statement:
Cardiologists and healthcare analysts need a fast and reliable way to analyze patient health data and identify heart disease risk early, because current methods are time-consuming, data is scattered across multiple systems, and manual analysis makes it difficult to detect hidden patterns and make quick clinical decisions

.Cardiologists who handle large volumes of patient records struggle to quickly assess heart disease risk due to fragmented data sources, lack of clear visual insights, and time pressure for clinical decision-making. This leads to delayed diagnosis, reduced efficiency, and difficulty in planning timely treatment.

A centralized, intelligent, and easy-to-use dashboard is required to provide real-time risk prediction, visual analytics, and decision support.Healthcare professionals need a way to quickly predict and visualize heart disease risk because patient data is distributed across multiple sources and manual analysis is slow, which results in delayed diagnosis and difficulty in making timely treatment decisions.

Problem Statement (PS) I am… I’ m trying to… But… Because… Which makes me feel…

PS-1	A cardiologist	Identify high-risk heart disease patients early	The patient data is scattered across multiple reports	There is no unified dashboard with clear visual insights	Frustrated and concerned about delayed diagnosis
PS-2	A healthcare analyst	Analyze heart disease trends across different demographics	The datasets are large and difficult to interpret manually	Traditional tools don’ t provide interactive visualizations	Overwhelmed and inefficient
PS-3	A hospital administrator	Make data-driven decisions to improve patient care	I cannot quickly see key performance and risk indicators	Reports are static and time-consuming to generate	Uncertain about planning and resource allocation
PS-4	A general patient (health-conscious user)	Understand my personal heart disease risk	Medical data is complex and hard to interpret	There is no simple, user-friendly interface for insights	Anxious and confused about my health status

I am	Describe customer with 3-4 key characteristics - *who are they?*	Describe the customer and their attributes here
I'm trying to	*List their outcome or "job" the care about - what are they trying to achieve?*	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way – *what bothers them most?*	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists – *what needs to be solved?*	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view – *how does it impact them emotionally?*	Describe the emotions the result from experiencing the problems or barriers

Example: A cardiologist in a multi-specialty hospital

2.2 EMpathy map

Empathy Map

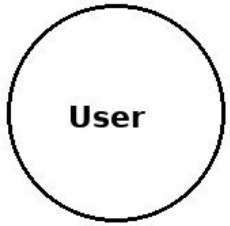
Heart Disease Analysis – Healthcare Stakeholder

THINK & FEEL

- Early detection of high-risk patients
- Accuracy in clinical insights
- Concern about delayed decisions

HEAR

- Feedback from patients
- Hospital management goals
- Medical research updates



SEE

- Multiple clinical reports
- Complex raw datasets
- Lack of visual dashboards

SAY & DO

- Analyze patient history
- Compare risk factors
- Use reports for decision making

PAIN

- Fragmented data sources
- Time-consuming analysis
- No unified visualization

GAIN

- Interactive dashboards
- Quick risk identification
- Better clinical decisions