Product features	Curent state	GAP	Future state	Action plan
Feature 1	The blood pressure check machine is functional and provides accurate readings.	Integration with Digital Health Platforms: There is a significant gap between the current state of the blood pressure check machine and the desired state regarding integration with digital health platforms.	Accuracy Improvement: Enhance the device's accuracy to provide readings consistent with professional medical standards.	• Accuracy Improvement: • Collaborate with medical professionals to calibrate the device and ensure accuracy.
Feature 2	It is user-friendly and easy to operate.	Advanced Features: The current state lacks advanced features such as personalized insights and recommendations based on users' blood pressure data.	User Interface Redesign: Revamp the user interface to make it intuitive and easy to navigate, ensuring a seamless user experience.	User Interface Redesign: Conduct user surveys and usability testing to identify pain points and preferences.
Feature 3	The machine meets regulatory standards for accuracy and safety	Compatibility with Various Cuff Sizes: While the current machine may have limitations in cuff size options, addressing this gap would require redesigning the product to accommodate a broader range of users.	Portability Enhancement: Redesign the device to be more compact and lightweight, allowing users to carry it conveniently wherever they go.	Portability Enhancement: Invest in research and development to explore lightweight materials and compact designs.
Feature 4	It is available for purchase in medical supply stores and online platforms.	Customer Support Services: Improving customer support services, including online resources and warranty options, would bridge the gap between the current and desired state in terms of customer satisfaction and product reliability.	Battery Life Extension: Improve battery life to reduce the frequency of recharging or replacement, enhancing user convenience.	Battery Life Extension: Utilize advanced battery technologies to improve energy efficiency and prolong battery life.
Feature 5	There is limited integration with digital health platforms or mobile apps	Accessibility: There is a gap in accessibility, particularly in reaching underserved communities. Developing targeted marketing strategies and partnerships with healthcare organizations could help address this gap.	Data Integration: Implement wireless connectivity features to enable seamless data transfer to smartphones or other devices for real-time monitoring and long-term analysis.	Data Integration: Develop mobile applications or compatible software to enable seamless data transfer and analysis.