**Project Design Phase**

**Problem – Solution Fit**

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| Date | 15 February 2025 |
| Team ID | LTVIP2025TMID58970 |
| Project Name | DocSpot: Seamless Appointment Booking for Health |
| Maximum Marks | 2 Marks |

## Problem – Solution Fit Template:

The Problem–Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer’s problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why.

## Purpose:

* Solve complex problems in a way that fits the state of your customers.
* Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
* Sharpen your communication and marketing strategy with the right triggers and messaging.
* Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
* Understand the existing situation in order to improve it for your target group.

## Template for DocSpot:

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| No | Section | Description |
| 1 | Customer Segments (CS) | Individuals who need to book healthcare appointments – including patients, busy professionals, elderly people, and caretakers. |
| 2 | Customer Constraints (CC) | Long waiting times, non-availability of slots, difficulty finding specialists, lack of reminders, and cumbersome manual booking. |
| 3 | Available Solutions (AS) | Offline walk-ins, phone call bookings, hospital apps, or third-party aggregators like Practo (which are not always reliable or easy to use). |
| 4 | Job-to-be-Done (Problem) (J2P) | Users need a reliable and quick way to find, book, and manage healthcare appointments from a single platform. |
| 5 | Problem Root Cause (PRC) | Fragmented healthcare systems, poor user interfaces in existing apps, no standard appointment integration across hospitals. |
| 6 | Behaviors (B) | Users either delay appointments, visit hospitals directly, or rely on personal references due to booking hassle. |
| 7 | Empathy: Before (EB) | Frustrated with booking delays, unconfirmed slots, missed appointments, and repeated follow-ups. |
| 8 | Your Solution (YS) | A centralized digital platform for seamless health appointment booking with real-time slot availability, doctor ratings, reminders, and easy rescheduling. |
| 9 | Channels & Behaviors (CHB) | Android/iOS app, website access, WhatsApp reminders, email/SMS confirmations; targeting digital-native behaviors. |
| 10 | Empathy: After (EA) | Users feel empowered and relieved with quick, easy, and transparent booking—saving time and ensuring timely care. |