Problem-Solution Fit canvas

Purpose / Vision

Version:

To provide an accurate, affordable alternative for classifying arrhythmia

Explore AS, differentiate — *Define CS, fit into CL*

1. CUSTOMER SEGMENT(S) — CS

Amateur needing analysis
Doctors needing second point of view

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES — CL

Diagnosis vulnerable to errors
Arrhythmia Diagnosis is costly

5. AVAILABLE SOLUTIONS PLUSES & MINUSES — AS

Labs
Hospitals

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY — PR

Friendly User Interface
Simple application
Higher precision result
Exporting of results in any format

9. PROBLEM ROOT / CAUSE — RC

Too much time for the lab results
Accessibility to Hospitals
Costly Test Results
Amateur Professionals causing errors
Human Errors in Lab Results

7. BEHAVIOR + ITS INTENSITY — BE

Visiting hospital

Checking in Private Testing Laboratories
.
Searching online for Symptoms

Focus on PR, tap into BE, understand RC

3. TRIGGERS TO ACT — TR

Human Errors in the Arrhythmia test results

4. EMOTIONS BEFORE / AFTER — EM

Vulnerable, Anxiety, Despair, Trust

Identify strong TR & EM

10. YOUR SOLUTION — SL

a Deep Learning model that accurately identifies and classifies the different kinds of Arrhythmia from user-provided ECG scans

8. CHANNELS of BEHAVIOR — CH

ONLINE

Searching online for symptoms

OFFLINE

Visiting hospital
Checking in Private Testing Laboratories

Extract online & offline CH of BE

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