

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID14797
Project Name	Visualizing and Predicting Heart Diseases with an Interactive Dash Board
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.**

Problem Solution Fit:

Problem-Solution fit canvas 2.0

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CC</div> <div> <p>1. CUSTOMER SEGMENT(S) CS</p> <p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <ul style="list-style-type: none"> > People who have high cholesterol > People who have high blood pressure > Smokers > Tobacco users > People who are alcoholic > People who have blocks in their veins, chest pains, etc... > People who follows unhealthy diet </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>6. CUSTOMER CONSTRAINTS CC</p> <p>What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.</p> <ul style="list-style-type: none"> > Lack of knowledge about heart disease > Network Connection > Lack of knowledge on the environment > Economical Background > Lack of time > Accuracy of the results </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Explore AS, differentiate</div> <div> <p>5. AVAILABLE SOLUTIONS AS</p> <p>Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <p>There are various solutions available in day to day life such as</p> <ul style="list-style-type: none"> > Maintaining proper diet > Regular exercise > Quit smoking > Regular checkups in cholesterol level, blood pressure, etc... <p>Pros and Cons of available solutions are</p> <ul style="list-style-type: none"> > It consumes more time > It is not cost efficient > It is not user friendly > It is hard to check the cholesterol levels, blood pressure, etc.... </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <ul style="list-style-type: none"> > Gain knowledge about the dashboard and the datasets > Should have network connectivity > Should have previous records or reports on user health </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Extract online & offline CH of BE</div> <div> <p>9. PROBLEM ROOT CAUSE RC</p> <p>What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.</p> <ul style="list-style-type: none"> > Difficulty in the prediction of heart disease > Accuracy of the predicted heart disease > Time taken for the checkups are more > Cost involved for checkups are also high </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on J&P, tap into BE, understand RC</div> <div> <p>7. BEHAVIOUR BE</p> <p>What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <ul style="list-style-type: none"> > Generation of legitimate and reliable datasets > More datasets should be collected to obtain more accuracy > Must obtain the knowledge of datasets and the dashboards </div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels; reading about a more efficient solution in the news.</p> <ul style="list-style-type: none"> > Lifestyle changes > Lead a happy life > Not to be worried to maintain old records > Have a healthy and confident life </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> <p>10. YOUR SOLUTION SL</p> <p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p> <ul style="list-style-type: none"> > The decision of the result is based on the existing AL/ML algorithms such as Naive Bayes, Decision Trees, etc... > These algorithms are used to predict the disease with the help of available datasets and user data > The results are given based on the decision given by the comparison of the datasets and user data </div> </div>	<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Extract online & offline CH of BE</div> <div> <p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <ul style="list-style-type: none"> > Online appointments with doctors > Research about their heart disease > Visualise and explore the datasets and predict the exact disease > Obtain the results with the predicted disease <p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <ul style="list-style-type: none"> > Maintain proper diet > Regular exercise > Quit smoking > Maintaining a calm and relaxed mindset > Having a stress free life </div> </div>

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