# Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL

**1. CUSTOMER SEGMENT(S)** CS

- People who prone to heart disease

**6. CUSTOMER LIMITATIONS** EG. BUDGET, DEVICES CL

- Insufficient money for health checks
- Incautious about timely checkup

**5. AVAILABLE SOLUTIONS** PROS & CONS AS

- Medical tests related to heart health must be carried out.

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

**2. PROBLEMS / PAINS** + ITS FREQUENCY PR

- The cost of medical checkups is very high
- There is a delay in medical checkup results

**9. PROBLEM ROOT / CAUSE** RC

- The lack of a low-cost, reliable method of predicting heart disease.

**7. BEHAVIOR** + ITS INTENSITY BE

- Making big issue for small things
- Stresses himself as he has heart disease

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

**3. TRIGGERS TO ACT** TR

- Having doubts about their physical condition

**4. EMOTIONS** BEFORE / AFTER EM

- Stressed about the test results as they were delayed.
- Feels insecure about the future.

**10. YOUR SOLUTION** SL

- Develop an application with help of machine learning to predict disease

**8. CHANNELS of BEHAVIOR** CH

ONLINE

- Surfing about heart disease symptoms in online

OFFLINE

- Discuss with other people if they too have the same issue?

Extract online & offline CH of BE



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