

Project Design Phase-I

Problem – Solution Fit

Date	25 October 2022
Team ID	PNT2022TMID53645
Project Name	Project - Visualizing and Predicting Heart Diseases with an Interactive Dashboard
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:

CUSTOMER END	PROBLEM CAUSES	CUSTOMER CONSTRAINTS
<p>Who's the Customer?</p> <ul style="list-style-type: none"> Smokers People with high blood pressure People with high Cholesterol Diabetic Patients People who have Chest Pains ,Chest discomfort People with overweight People who lack physical exercise 	<p>What is the real reason for the problem? What is the need for this job?</p> <ul style="list-style-type: none"> Lack of exercise, obesity and smoking Fatty plaques in the arteries Problem in the heart affects the whole body Thus this Visualisation is made and an interactive dashboard is made for different heart diseases. 	<p>What constraints prevent customers from taking action or limit choices for solutions?</p> <ul style="list-style-type: none"> Lack of knowledge about heart diseases. Lack of hope in treatment Complex symptoms Economical background Psychological problems Negative thoughts of the customer
Solutions Available	Jobs to be Done/Problems	BEHAVIOUR
<p>Solutions available for people with heart disease are:</p> <ul style="list-style-type: none"> Quit smoking Get Cholesterol tested regularly Diabetic Patients Eating healthy foods Regular physical exercise Along with these they have to go for regular medical checkup and tests If heart disease is found proper medication should be taken 	<p>Which jobs to be done is addressed to the customers?</p> <ul style="list-style-type: none"> Lives depending on medical support Financial Insecurity Shortness of breath Chest pain, Chest pressure 	<p>What constraints prevent customers from taking action or limit choices for solutions?</p> <ul style="list-style-type: none"> Lack of knowledge about heart diseases. Lack of hope in treatment Complex symptoms Economical background Psychological problems Negative thoughts of the customer

