Problem-Solution fit canvas 2.0

To create low budget and highly accurate cardiac devices that help chronic heart patients to predict heart attacks before they happen.

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS
1) Patients
2) Doctors

6. CUSTOMER CONSTRAINTS — CC
1)
2) High prices of apple watches
   Tight schedule due to work/inability to provide appointments

5. AVAILABLE SOLUTIONS — AS
Which solutions are available to the customers when they face the problem
2) IoT based devices for Arrythmia detection by private medical companies
3) Prototypes of devices with such capabilities.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P
1) Highly accurate detection of arrhythmia
2) Cheap healthcare devices for the common people.

9. PROBLEM ROOT CAUSE — RC
1) Inability to get regular heart checkups for prevention.

7. BEHAVIOUR — BE
1) Ask for professional help/ other ways the problems can be solved.
2) Look for solutions in the internet.
3) Ask technicians and specialists in the field for solution to these problems.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS — TR
1) Seeing other patients not be scared of what would happen next due to their condition.

4. EMOTIONS: BEFORE / AFTER — EM
They feel weak since they have no control over future events – BEFORE
They feel unbothered since they always can prevent the accident - AFTER

10. YOUR SOLUTION — SL
Create an application that is trained to see the difference between a normal ECG and an abnormal ECG or arrhythmia detected in the ECG. This will help prevent heart attacks or strokes in chronic heart patients.

8. CHANNELS of BEHAVIOUR — CH
8.1 ONLINE
Online research on possible solutions and reviews of existing products.

8.2 OFFLINE
Visit various medical device manufacturer as see if they have any device that serves the purpose or devices that could be tailor made to their problems.

Extract online & offline CH of BE

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