Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

- Medical experts
- Doctors
- Lab Technicians

6. CUSTOMER CONSTRAINTS — CC

Can access expert medical advice from the comfort of home without having to pay excessive fees to go to a renowned hospital. In case of overcrowding in hospitals (during the pandemic), people can consider the severity of potential CKD from home.

5. AVAILABLE SOLUTIONS — AS

Patients have to visit hospitals, and book an appointment for going through kidney tests. The tests to identify a kidney disease must be done manually and is also time-consuming consuming. Due to human error, it is also possible that wrong results get conveyed or concluded to the patient.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Automation of the testing methods, since it has been performed manually till now.
- Delivery of test results with high accuracy
- Reduce expenses to be spent by people for multiple tests to be conducted

9. PROBLEM ROOT CAUSE — RC

Chronic kidney disease can be caused majorly by the presence of diabetes. Also other major root causes include unhealthy lifestyle of people which contributes to obesity, heart disease and stressful work producing high blood pressure and family of CKD.
Also, when people ignore light symptoms and do not treat it leads to severe cause.

7. BEHAVIOUR — BE

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)

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

Identify strong TR & EM

3. TRIGGERS — TR

When one experience potential renal related symptoms he/she should get a kidney functionality test which helps them sort out the possibilities. The test includes hematuria, vomiting and loss of appetite.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

10. YOUR SOLUTION — SL

As machine learning technology is promising now-a-days, the data collected from patients can be fed into ML models for early detection of presence of CKD and effective treatment.
Early detection helps in many ways as it reduces the cost of treatment required at severe stage and also reducing fatality rate

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
Look at unreliable medical websites that can lead to misdiagnosis

8.2 OFFLINE
Physically visit a hospital and list out symptoms for a doctor to make a diagnosis

Extract online & offline CH of BE

AMALTAMA