Problem-Solution Fit

Vision: To decrease the mortality rate of the patients suffering from heart diseases.

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) `CS`

The people who often do there health check up to diagnosis diseases, people suffering from early stages of heart diseases and those who can't afford to take medical test in the hospitals.

6. CUSTOMER LIMITATIONS `CL`

Patient don't know the early symptoms of heart diseases, high cost of full body check-up and finding the diseases at later stage

5. AVAILABLE SOLUTIONS `AS`

Prediction of diseases with mid stages by regular body checkup.

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS `PR`

We predict the disease at early stages. Thus, they can receive proper treatment. We will use the data that is obtained mostly from the blood test which avoid full body check-up.

9. PROBLEM ROOT / CAUSE `RC`

People will think health check-up are bad investment as they are expensive. So regular health check-up are rare among people

7. BEHAVIOR + ITS INTENSITY `BE`

Do health check-up if they find any abnormality in their body

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

When they people who are suffering for same disease and end their life miserly

4. EMOTIONS BEFORE / AFTER `EM`

Frustration, fear of death and helplessness

10. YOUR SOLUTION `SL`

We can construct a predictive model for the early diagnosis of the heart diseases with the help of protein, glucose, albumin etc...

8. CHANNELS of BEHAVIOR

ONLINE

Customer contact the Doctors with the help of social media

OFFLINE

Customer often ultimately visit the nearby hospital or contact doctor via magazines/newspaper