

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- I. Patients suffering from Obesity
- II. Working Parents
- III. Cardiac Patients
- IV. Diabetic Patients
- V. Pregnant Women

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Avoidable medical errors. Low treatable mortality rates. Lack of transparency. Difficulty in finding the best health specialist. High maintenance costs. The lack of insurance coverage. Medicines may have indirect effects. Lack of good hospitality in some health centres.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

- I. Ensures the availability of calorie in the food taken by the customer.
- II. Monitors the amount of calorie present in the food according to the customer's health.
- III. Provides the proper nutritional guidelines for the specified customer. eg: Separate nutrition guidance for people affected by various disease

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers?
There could be more than one; explore different sides.

Quality of Data:

The quality of image that sent to the model for identification should be clear and reliable. Obviously, the outcome will solely depend on the data, it enables the model to provide the balanced nutrition value and calorie content only if the image of the food is clear and easily identifiable

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Leading risk factors for heart disease and Diabetes are high blood pressure, high low-density lipoprotein (LDL) cholesterol, diabetes, smoking and secondhand smoke exposure, obesity, unhealthy diet, and physical inactivity. More exposure to Alcohol, High intake of Junk food items.

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)

- I. Discuss about their issues with Health expert
- II. Getting opinion from the customers who are already used to it.
- III. Disruptive conduct as they've an altered intellectual degree of worry of being sick, stressful approximately out of the pocket cost, alteration of way of life if suffered from a continual illness

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

Identify strong TR & EM

3. TRIGGERS

TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Accuracy of Calorie content on the identified food image, Information about healthier foods.

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.

Worried and stressed about their Obesity, High Blood pressures may trigger their emotions, lost of Control

10. YOUR SOLUTION

SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

The use of Clarifai's AI-Driven Food Detection Model provides accurate identification of food along with its nutritional value for the identified food. So that people can control their daily calorie intake by eating healthier and nutrition loaded foods. This can make people maintain their body healthy all the times. Since our model identifies the image and provides the nutrition value.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7
Patients will be a part of virtualization. For example, accessing and seeing the nutrition guidelines promptly through online.

- 8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.
- I. Regular Health Checkup
 - II. Getting Dietician Consultancy
 - III. Nutritious Food Consumption

Extract online & offline CH of BE



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