

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 Health consumer who uses health services Admin of the Hospital Management Authorized and trusted employees	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. Concern about Capturing Accurate Data Fragmented Patient Care Data Privacy & Security	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 Real time Alerting A way to prevent unnecessary ER visits Predictive Analytics in health care To manage and track mass diseases	Explore AS, differentiate
	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. Understanding hospital functionalities and systems to support in the decision-making process. End-to-end database management including collection, storing, retrieving and securing the healthcare data Create reports and dashboards to deliver the required information to the stakeholders in the healthcare sector	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. The impact COVID-19 has had on the health care industry is evident to anyone and everyone. You don't need to be plugged into the world of medicine to see what has been happening worldwide during this pandemic. What most people don't see, though, is the impact COVID-19 has had on health care data analytics.	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) Maintaining HIPAA compliance Visually standing out among competitors Making sure data protection efforts meet the highest standards Keeping speed fast while maintaining mobile friendliness	
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. Improved Staffing with Patient Prediction Enhanced Electronic Health Records (EHR)	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. Big data and health data analytics have played an integral role in the fight against COVID-19. The data is coming in at a near constant rate. Analyzing that health data has allowed for a better understanding of how to respond and treat patients.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Collection of all the data (Patients history) in order to analyze the past conditions 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Using patient data to improve health outcomes Analyzing clinical data to improve health outcomes	Extract online & offline CH of BE	
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. Before: Data storage includes More paperwork After: Storing data in secured manner				



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