

Project Design Phase-I - Solution Fit Template

Project Title: Visualizing and predicting Heart Disease with an Interactive Dashboard

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Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

Public Peoples
Patient
Heart Patients
Peoples with History of Heart Disease in previous generation
Hypertension patients
Diabetics Patients

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.

The main constraint is lack of Money.
lack of Awareness
No availability of Health care centers in their locals

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

When customer starts resolving the problem some couldn't able to give up reason.
To Resolve the problem, customer could go to the experts

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.

Conducting random health camps in rural areas
Seeking help from nearby health care centers and hospitals
Health Check at door step
Enquiring customers through any media of notifications

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 real reason for the existing problem is their Lifestyle.

The story behind the need to do this job is to have a peaceful family and personnel life

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)

Customer will submit Himself/Herself to the complete treatment.
Customer will try to find the budget for overall treatment.
Customer will cooperate to identify and resolve the problem

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.

Door step health check
Random health camp

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.

Some might feel the confidence that they could defend their disease
Some feel blessed that they don't have disease
Some could understand the main cause and reason for the heart disease
Some found the reason for disease and started to resolve the reason

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.

If I am working on the existing job I would first go for a survey in the nearby locals. If I find any, I will have some Conversation with the customer to give them motivation.
Then I will convince them to undergo treatment by Explaining the merits of the treatment and final outcome of the treatment.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Online :
Customer will go for online to make payments for Treatment
Offline :

Customers will go to medical labs to make test

Customers will go for their regular Doctor Consultation
Customers will change their diet as per the Doctor advices
Customers will follow the medications that Doctor Prescribe

Identify strong TR & EM