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

All kind of 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.

1.Patient will not able to stay beyond the doctor's instructions.

2.Patient will not able stay without register in the health care.

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

1.Patient can search their data according to the patient ID.

2.It is easy to identify their details.

3. Due to poor internet connection, it take too much time.

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.

1.People face many problem in searching their health care data in their day-to-day life.

2.This application address the people's healthcare.

3.With this application, patient can able to identify their diseases to maintain their health.

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.

It is challenging for people to manage their data day-to-day.

They always manually prepare a data.

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)

When it comes to collecting the data, manual calculations leads to fluctuation.
This problem can be overcome by this application.
Patient can add their data in this application.

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.

Maintaining a data is a major problem among patients. So once they realize where they are losing data and how much can make necessary and manage data.

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: Confusion, Fluctuation in data.

After: Clear, independent and Understandable.

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.

Patient can able to add their data in this application.
They can set the data in the application so that they are not losing their data.
If they are exceeding lose of data in the application or the limit of data then the user will be notified through email.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

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

This app makes patient to set a data for each category and receive alerts when the limit exceeds and also provide report of their data in terms of graph. So these are the better ways to realize where they are lose their data.

8.2 OFFLINE

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

Writing everything outside hand is too much work. So doing everything on spreadsheet and app saves lot of time.
Patient may lose their data, they don't want to do the math by hand. By using this app, patient don't have to remember to bring data note everywhere.

Extract online & offline CH of BE

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