Problem-Solution fit canvas 2.0

Define CS, fit into

1. CUSTOMER SEGMENT(S) — **CS**

- Patients who has heart problems or suspect they have heart problems
- People aged between 45 and more
- Obese people and Doctors

6. CUSTOMER — **CC**

- Customers might doubt the accuracy of the system
- They may feel the results displayed may be inaccurate

Explore AS,

5. AVAILABLE SOLUTIONS — **AS**

- Just by sending the image of the ECG scan to the system ,The customer gets the details about their heart whether it is normal or he/she is suffering from Arrythmia and classifying it accurately in an instant there by treating the patient as early as possible

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS — **J&P**

As we know "Health is Wealth" ,so the first problem to be addressed is
- Timeliness in detecting the abnormalities the patient is suffering from.
- Accuracy in analyzing the ECG graph
- Should be able to provide service any time and in any place

9. PROBLEM ROOT CAUSE. — **RC**

The root cause of the problem is that the customer has to wait longer time to get the results from the doctor and there is a chance that the results might gets swapped between patients resulting in inaccurate

The doctors might also gets frustrated due to overloading

7. BEHAVIOUR — **BE**

What does your customer do to address the problem and get the job done?

- Search the internet to find the best doctor
- Befriend the doctor so that delay will be avoided in some cases
- Exploring different sites the find the best technology to solve the problem
- Questioning the friends and relatives to find someone who is an expert in that particular technology
- Approaching scan center for ECG

Focus on J&P, tap into BE, understand

Identify strong TR & EM

3. TRIGGERS — **TR**

Might have heard a case of losing someone due to late detection of the problem or inaccuracy in detection

4. EMOTIONS: BEFORE / AFTER — **EM**

Customer might get frightened of losing someone, insecure, frustrated,

10. YOUR SOLUTION — **SL**

The best solution for this problem arises only if the customer is able to get the results without much intervention of the Doctor . It could only be possible if something replaces the doctor for analyzing the ECG .we can depend upon AI in this case
With the help of AI ,we can built a model and by passing the datasets well in advance ,the model can be trained there by serving the customer to classify the Arrythmia in an instant with much accuracy and satisfaction

8. CHANNELS of BEHAVIOUR — **CH**

8.1 ONLINE

Exploring different websites to study about their problem for better understanding of the heart,searching experts

8.2 OFFLINE

Search for ECG scan center to take ECG scan, Questioning the friends and relatives to find an expert to solve the issue

Extract online & offline CH of BE

AMALTAMA