Team ID:PNT2022TMID44038

Problem-Solution Fit canvas

Purpose / Vision

Version:

1. CUSTOMER SEGMENT(S) `CS`

People those who are affected with the heart disease are said to be our customers and doctors who treat heart disease are also our customer.

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES `CL`

We should focus on customer decision making process, highlighting the key moments from identifying the need to buy the product.

5. AVAILABLE SOLUTIONS PROS & CONS `AS`

The proposed solutions are ECG for diagnosis of heart disease, most of all eating a fat, low salt diet, good sleep,avoid smoking.

Explore AS, differentiate

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

It describes the mechanisms that cause a customer to adapt to an innovation. The person needs to recover from heart disease, no matter what were going to use, they need a solution to recover from the disease and to improve the health condition.

9. PROBLEM ROOT / CAUSE `RC`

The main reason for getting heart disease is high cholesterol , high blood pressure, smoking, depression, eating unhealthy foods and genetic related heart diseases.

7. BEHAVIOR + ITS INTENSITY `BE`

First of all they should tell what health issues they are undergoing. After that they should follow the guidelines given by the doctor.

Focus on PR, tap into BE, understand RC

3. TRIGGERS TO ACT `TR`

Customer should seek for the advanced technology for solving their problem at low cost.

4. EMOTIONS BEFORE / AFTER `EM`

When they have disease they feel lonely, depressed and sad, they should develop hope that will overcome.

Identify strong TR & EM

10. YOUR SOLUTION `SL`

Our solution is about to find who are affected by heart disease and those who are not. For this we are going through the people's age ,gender and food habits to know about who are prone to heart disease. This can be done through data analytics.

8. CHANNELS of BEHAVIOR `CH`

ONLINE

They can seek through the online websites etc to know about it.

OFFLINE

They can consult a doctor or undergo an master health checkup.

Extract online & offline CH of BE

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