

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS i. People who suffer from heart disease	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> i. Insufficient money for medical checkups ii. Unaware about regular checkup	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> i. Medical test related to heart disease should be done	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> i. Medical checkups are expensive ii. Result of reports are delayed	9. PROBLEM ROOT / CAUSE RC i. Unavailability of low-cost, reliable and speedy method of predicting heart disease	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> i. Making huge issue over small things ii. Stressing themselves as they heart disease	
Identify strong TR & EM	3. TRIGGERS TO ACT TR i. Having some symptoms of heart disease ii. Having doubt about their health condition 4. EMOTIONS EM <small>BEFORE / AFTER</small> i. Depressed about the test report ii. Feels worried about future	10. YOUR SOLUTION SL i. Develop an application to predict heart disease with machine learning	8. CHANNELS of BEHAVIOR CH ONLINE i. Searching about heart disease symptoms in internet OFFLINE i. Asking other peoples if they feels the same?	Extract online & offline CH of BE



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 Designed by Daria Nepriakhina / ideahackers.nl - we tailor ideas to customer behaviour and increase solution adoption probability.



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