Problem-Solution fit canvas 2.0

Project Title : Early Detection of Chronic Kidney Disease using Machine Learning

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1. CUSTOMER SEGMENT(S) — CS

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

All kind of People, Living in busy life.

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.

* User can't access the website without register into the website.
* User may find difficulty if he/she don't have proper internet connection.

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

* In the past, the only way is medical testing, now they can do it in online also.
* But the user can find difficulty in the currently available websites.

Explore AS, differentiate

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.

* Because of their busy lives, they don't have enough time to spend for their health.
* With this website, the use of modern science software, one can detect CKD at early stages to avoid complications.
* It provides an accurate information about the health of the patient's kidney.

Focus on J&P, tap into

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.

* In this modern world, People are no time to check their health status in daily life.
* But, everyone don't forget to use Smart phones, Laptops.
* By using this web application they check and detect their kidney health.

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)

* They take medical test for the prediction of chronic kidney disease and get the report of it.
* It may cause high cost and it is a time taking process.
* In the past, the customers use this way only.
* They may feel insecure about the online applications and websites.

Focus on J&P, tap int

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.

The advantages of CKD web application triggers the users :
* This web is cost effective and less time consuming.
* Also, it provides an exact results for patients using this web.

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: Fear of health, Confusion, Worried about check-up, etc.

After: Self-confidence, Take decisions for next step of treatment.

Identify strong TR & EM

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.

* People with busy life can find solution to their problem with this website.
* This website will have higher accuracy in result.
* The data of the user will be kept safely.
* This website have simple registration process.
* Therefore the user need not to feel insecure.

8. CHANNELS of BEHAVIOUR — CH

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

Users who live in busy life and needs budget friendly way, use the online websites or applications for predicting CKD.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7

On the other hand, majority of the people feel insecure about the online sites, so they take medical tests and check the reports.

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