

PROBLEM-SOLUTION FIT

Get actionable insights into real customer situation and decision-making process to improve your odds of solution adoption probability.

Why Problem-Solution fit is need ?

- Solve complex problems in a way that fits the state of your customers.
- Succeed faster and increase your solution adoption by tapping into existing mediums and customer behavior.
- Sharpen your communication and marketing strategy with the right triggers and messaging.
- Increase touchpoints with your company by finding the right problem-behavior fit and build trust, solving frequent annoyances or urgent / costly problems.
- Based on Lean Startup, Design Thinking, Lazy User Model (LUM) principles and fundamentals of User Experience design.
- Understand existing situation to design for improvement.

Problem-Solution Fit

Purpose / Vision

Version:

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>Heart diseases affected patients</div><div>CS</div></div>	<div>6. CUSTOMER CONSTRAINS<div>Avoidable medical errors ,low treatable morality rate , lack of transparency difficult finding a doctor maintenance costs , lack of insurance coverage.</div><div>CC</div></div>	<div>5. AVAILABLE SOLUTIONS<div>Eliminates the short term practice of data cleaning.</div><div>Learn how to perform analysis,visualisations and algorithms effectively</div><div>AS</div></div>	Explore AS, differentiate
Focus on PR, tap into BE, understand RC	<div>2. PROBLEMS /JOBS-TO-BE-DONE<div>Quality of Data: The quality of data we have should be accurate and reliable.obviously,the outcome will solely depend on the data we put into the prediction.if the data is skewed,then the prediction which is dependent on it,will be skewed as well.</div><div>P&J</div></div>	<div>9. PROBLEM ROOT / CAUSE<div>Leading risk factors for heart disease and stroke are high blood pressure, high low-density lipoprotein(LDL)cholesterol, diabetes ,smoking and physical in activity.</div><div>Solutions : don't smoke or use tobacco, eat an heart healthy.diet maintain a healthy weight ,manage stress ,gets regular health screenings.</div><div>RC</div></div>	<div>7. BEHAVIOR<div>Develop or improve upon the strategy vision.</div><div>Disruptive conduct as they have an altered intellectual degree of worry being sick stressful approximately out of the pocket cost,</div><div>BE</div></div>	Focus on PR, tap into BE, understand RC
Identify strong TR & EM	<div>3.TRIGGERS<div>Accuracy of datasets,info of (ECG)and heart disease related tests for patients</div><div>TR</div></div> <div>4.EMOTIONS<div>Indicates that strong emotions,especially negative emotions such as hostility,anger,anxiety ,precipitate coronary heart disease</div><div>EM</div></div>	<div>10. YOUR SOLUTION<div>The use of analytics in healthcare improves care by facilitating preventive care and EDA is a vital step while analyzing the data.</div><div>SL</div></div>	<div>8. CHANNELS of BEHAVIOR<div>ONLINE Extract channels from Behavior block Patients will be a part of visualization.for example,accessing and seeing all medical records in online.</div><div>CH</div><div>OFFLINE Extract channels from Behavior block and use for customer development Emergency stroke Surgery Regular checkup</div></div>	Extract online & offline CH of BE

State your Vision.

Define customer segment **CS**.

Fit within customer limitations **CL** and differentiate / be better than available solutions **AS**.

Solve frequent*, urgent or costly problem **PR** by analysing its root/cause **RC**, fit into frequent* / natural / familiar behavior **BE**, which is directly or indirectly related to the underlying problem **PR**.

Identify triggers **TR**, that work in real life, and emotions **EM** (before / after) to strengthen your communication, so that you can activate your potential customers **CS** via online and offline channels **CH**, by designing a solution **SL** that fits customer limitations, problem, existing behaviour **CL PR BE**.

Your **SL** might be different over time, adjusting to ever-changing life landscape, but your Vision should stay the same.

* Solving frequently occurring problem increases touch-points with the customers and helps your company to gain trust on the way to the bigger goal. This is a first step for solving a bigger problem, that might be too large to tackle if you focus on it first.