

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) Clinicians and common people.	6. CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> ▶ Uncomfortable procedures of CKD diagnosis tests. ▶ Economic deprivation for the lab costs. 	5. AVAILABLE SOLUTIONS <ul style="list-style-type: none"> ▶ There are many invasive kidney function tests which are uncomfortable ▶ There are some mobile kidney check apps which have low level of accuracy 	Explore AS, differentiate
	Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none"> ▶ Early detection can prevent the progression of kidney disease. ▶ If left undiagnosed, patients with Chronic Kidney Disease will die. 	9. PROBLEM ROOT CAUSE Kidney disease do not show symptoms in the early stages	
Identify strong TR & EM		3. TRIGGERS Knowing the complications of CKD, reading about kidney disease awareness in the news	10. YOUR SOLUTION Our model opens up an option for patients to detect their stage of kidney disease through a simple non-invasive way by means of their available bio signals i.e. ECG Signal	8. CHANNELS of BEHAVIOUR 8.1 ONLINE Find a smartphone based app to analyse kidney function 8.2 OFFLINE Search for a cost-efficient and accurate kidney function test laboratory
	4. EMOTIONS: BEFORE / AFTER Anxiety, anger, worry, stress, negative view of life.			



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