Project Design Phase-I
Problem – Solution Fit

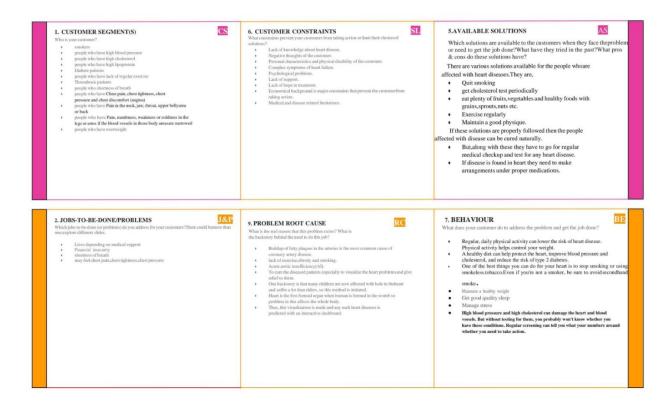| Date	19 September 2022
Team ID	PNT2022TMID28187
Project Name	Project - Visualizing and Predicting Heart Diseases with an Interactive Dashboard
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

❑ 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 channels of behavior.
❑ Sharpen your communication and marketing strategy with the right triggers and messaging.
❑ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
❑ **Understand the existing situation in order to improve it for your target group.**

Template:

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.

- Lifestyle changes
- Lives depending on medical support
- need to search for heart specialist with manageable price
- need to apply for health insurance
- Financial insecurity
- Anxiety
- shortness of breath
- may feel emotional stress
- may feel chest pain,chest tightness,chest pressure
- feel for fatigue

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 a person knows that he/she is affected with any kind of disease , they are happy and do their work normally.
- They don't need to worry about their own body for any problems and do their work normally and comfortably.
- But, after a person comes to know about any kind of problems especially a heart disease,he/she becomes
- illness
- unhealthy
- stressed/depressed
- uncomfortable with their daily routines.
- Lifestyle becomes upside down.

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.

- Heart disease treatment depends on the cause and type of heart damage. Healthy lifestyle habits — such as eating a low-fat, low-salt diet, getting regular exercise and good sleep, and not smoking — are an important part of treatment.

- If lifestyle changes alone don't work, medications may be needed to control heart disease symptoms and to prevent complications. The type of medication used depends on the type of heart disease.

- Some people with heart disease may need a procedure or surgery. The type of procedure or surgery will depend on the type of heart disease and the amount of damage to the heart.

8. CHANNELS of BEHAVIOUR `CH`

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

- Online appointments with doctors..
- Research about the heart disease they are diagnosed with.
- Finding possible natural cures.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

- Maintaining proper diet and eating healthy food.
- Having adequate amount of sleep.
- Maintaining a calm and relaxed mindstate.
- Following the suggestions made by the doctors.
- Doing exercise and maintaining fitness.
- Taking the right doses of pills at the right time mentioned by doctors.