Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?

-- Hospitals & Patients, who needs to find he/she is affected by Liver Disease

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.

-- Should not consume Alchol

-- Need to maintain a balanced nutrient

-- Avoid using Drugs

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

-- Liver Transplant
-- Biopsy
-- Available of Hybrid ML classification method

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

-- Abdominal pain and Swelling

-- Liver can no longer process nutrients, enzymes,and heavy damage causes cirrhosis

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.

-- Heavy consumption of Alcohol
-- Genetics cause
-- Indigestion of intaking drug
-- Due to Obesity

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)

-- Need to visit doctor is problem persists
-- Better medicinal solution needed to be adopted

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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.

-- Living with pain makes more uncomfortable so they are unable to lead a happy life

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.

-- People who are unable to take numerous test and spend huge money ,are now able to find the result in a less cost manner and in short period of time gives them a hope of recovery.

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.

-- Generate an application for getting the user input and based on the results obtained givng a prevention solution, Treatement Recommendation solution ,which would is better to them as well as others

8. CHANNELS of BEHAVIOUR CH

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

-- Users able to get results as per their data in online

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

-- Able to consult doctor based on the results

Extract online & offline CH of BE

AMALTAMA