Project Design Phase-I Problem – Solution Fit

Date	22 October 2022
Team ID	PNT2022TMID05467
Project Name	Project - Visualizing and Predicting Heart
	Diseases with an Interactive Dashboard
Maximum Marks	2 Marks

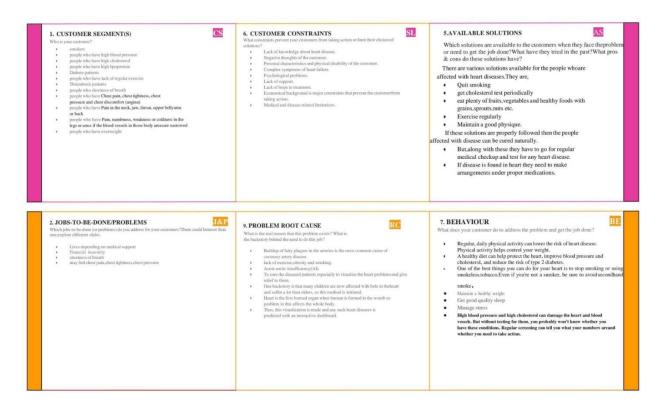
Problem – Solution Fit Template:

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

What tragers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Lifusty be changes melded support
Lives depending on their specialist with manageable price need to apply for health insurance
Financial insecurity
Anxiety
Anx

4. EMOTIONS: BEFORE / AFTER

- 4. EMOTIONS: BEFORE / AFTER

 How do customers feet when they face a problem or a job and afterwards?

 i. Defines a person farmous that he be the is a five or communication strategy & design.

 Before a person knows that he be the is a five-feet with any kind of disease, they arehappy and of the work normally.

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10. YOUR SOLUTION

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- If you are working on a caking business, wite down your current solution first.Ill in the carws, and check how much if its reality.

 If you are working on a new business proposition, then keep it blank until you fill inflee carws and come up with a solution that fits within customer limitations, solves a problem and manches customer blanking.
- 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 replar 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. Thetype of
 procedure or surgery will depend on the type of heart disease and the amount
 of damage to the heart.

8. CHANNELS of BEHAVIOUR

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

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