

Project Design Phase-I

Problem Solution –Fit

Date	1 october 2022
Team ID	PNT2022TMID07957
Project Name	ANALYTICS FOR HOSPITALS' HEALTH-CARE DATA
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.

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids Hospital management who want to predict how long the patient will stay in the hospital.	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. -Treatment facilities will be a challenging problem. -lack of doctors and caretakers.	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 Predicting how long the patient will stay in the hospital.	Explore
	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. Create a dashboard and predict the patient's length of stay.	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. -Sometimes there will be lack of rooms and doctors. -personal care should be given.	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) Patients may ask to go to another hospital due to lack of beds.	
Identify	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. The hospital management runs out of bed so it will be easy for them if they have prior knowledge about the patient's length of stay.	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. Creating a dashboard and predicting how long the patient will stay in the hospital using data analytics.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 they have the knowledge about the bed allocation. 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. they run to other Hospitals due to lack of beds.	track online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM BEFORE: Hospital donot have any knowledge about the patient's length of stay. AFTER: Now,they can predict the patient's length of stay during admission.			

