

# DocSpot

Problem-Solution Fit Canvas Analysis



Transform healthcare accessibility by eliminating appointment booking friction and creating a seamless digital bridge between patients and healthcare providers.

## 1. CUSTOMER SEGMENT(S)

### Primary Customers:

- Working professionals with limited time (ages 25-65)
- Elderly patients comfortable with basic technology
- Chronic condition patients requiring regular check-ups
- New residents needing healthcare relationships

### Secondary Customers:

- Healthcare providers (doctors, specialists, clinics)
- Healthcare administrators managing multiple practitioners

## 2. PROBLEMS/PAINS + FREQUENCY

### Patient Problems:

- Phone tag frustration with busy signals and hold times **High Frequency**
- Limited scheduling visibility - no real-time availability **High Frequency**
- Inconvenient booking hours - clinic lines only open during work **Medium Frequency**
- Appointment coordination complexity for multiple specialists **Medium Frequency**
- Last-minute cancellation and rescheduling issues **Low-Medium Frequency**

### Provider Problems:

- Administrative overhead - staff time on phone scheduling **High Frequency**
- No-show appointments causing revenue loss **Medium Frequency**
- Schedule optimization and resource allocation challenges **High Frequency**

## 3. TRIGGERS TO ACT

### Patient Triggers:

- Health symptoms requiring immediate attention
- Routine check-up reminders and preventive care
- Specialist referrals from primary care physicians
- Insurance benefit deadlines and coverage changes
- Medication refill requirements
- Family health concerns and emergencies

### Provider Triggers:

- High administrative costs impacting profitability
- Patient complaints about booking difficulty
- Competitive pressure from other practices
- Staff burnout from repetitive scheduling tasks

## 4. EMOTIONS (BEFORE & AFTER)

### Before Problem Resolution:

- Frustration** - dealing with busy phone lines and wait times
- Anxiety** - about securing timely appointments for health needs
- Stress** - from scheduling conflicts and coordination issues
- Helplessness** - when preferred appointment times are unavailable
- Annoyance** - with inefficient and outdated processes

### After Problem Resolution:

- Relief** - from easy and streamlined scheduling process
- Control** - over personal healthcare management
- Confidence** - in accessing care when needed
- Satisfaction** - with modern, efficient experience
- Trust** - in the healthcare system and providers

## 5. AVAILABLE SOLUTIONS

### Current Alternatives:

- Phone-based booking:** Direct interaction but limited hours and wait times
- Walk-in appointments:** Immediate but no guarantee and long waits
- Hospital/clinic websites:** 24/7 access but basic functionality
- Third-party platforms:** Multiple providers but limited local coverage
- Patient portals:** Direct connection but separate logins for each provider

## 6. CUSTOMER LIMITATIONS

### Patient Limitations:

- Technology comfort level varies by age demographic
- Internet connectivity and device preferences
- Insurance network restrictions and coverage constraints
- Geographic limitations and distance to providers
- Time constraints from work schedules and family obligations
- Language barriers requiring multilingual support
- Privacy concerns about sharing health information online

### Provider Limitations:

- Budget constraints for new technology adoption
- Staff training requirements for new systems
- Integration needs with existing practice management software
- Regulatory compliance requirements (HIPAA, data security)
- Change resistance from established workflows

## 7. BEHAVIOR + INTENSITY

### High-Intensity Behaviors:

- Google searching for doctors and health information **High**
- Reading online reviews before selecting providers **High**
- Checking insurance coverage and network providers **High**
- Mobile phone usage for quick healthcare tasks **High**

### Medium-Intensity Behaviors:

- Comparing multiple providers when seeking specialists **Medium**
- Asking for referrals from friends, family, social media **Medium**
- Using healthcare apps for symptoms and medication reminders **Medium**

## 8. CHANNELS OF BEHAVIOR

### Online Channels:

- Search engines** (Google, Bing) - primary discovery method
- Social media** (Facebook groups, health communities)
- Healthcare review sites** (Healthgrades, Vitals)
- Insurance provider websites** for network searches
- Mobile apps** - increasing preference for app-based solutions
- Email** - appointment confirmations and reminders

### Offline Channels:

- Word-of-mouth referrals** from family, friends, colleagues
- Healthcare provider offices** - reception and waiting areas
- Pharmacy consultations** and recommendations
- Workplace health fairs** and corporate wellness programs
- Community health events** and local health screenings

## 9. ROOT/CAUSE OF PROBLEMS

### Primary Root Causes:

- Information asymmetry:** Patients lack real-time availability data
- Communication inefficiency:** Over-reliance on phone-based systems
- Resource allocation mismatch:** Provider capacity vs. patient demand timing
- System fragmentation:** Multiple disconnected booking systems
- Process inefficiency:** Manual scheduling workflows
- Technology gap:** Outdated practice management systems

### Secondary Causes:

- Staff workload and administrative burden on healthcare workers
- Patient behavior patterns favoring last-minute booking
- Provider resistance to adopting new technologies

## 10. YOUR SOLUTION

### Core Solution Components:

- Real-time availability calendar** - addresses visibility problems
- Multi-provider search and filter** - solves provider discovery issues
- Mobile-first responsive design** - matches user behavior patterns
- Automated confirmation system** - reduces communication friction
- Document upload capability** - streamlines preparation process
- Integrated scheduling dashboard** - centralized appointment management

### Solution-Behavior Fit:

- Leverages existing Google search behavior with SEO optimization
- Taps into mobile usage patterns with responsive, app-like experience
- Integrates with calendar systems matching existing scheduling behavior
- Provides social proof through reviews and ratings familiar to users
- Offers choice and control appealing to self-service preferences

### Differentiation Strategy:

- Superior user experience compared to traditional phone booking
- Real-time data versus static website information
- Comprehensive provider network with local focus and quality curation
- Seamless integration with patient records and insurance verification
- Proactive communication through automated reminders and updates

## Key Success Metrics



### Booking Completion Rate

Measure of solution effectiveness and user satisfaction



### Time to Appointment

Improvement over current booking methods



### User Retention Rate

Solution stickiness and long-term value



### Provider Adoption Rate

Platform growth and network effects



### Customer Satisfaction

Problem resolution validation

## Next Steps

1

**Validate Assumptions**  
Conduct user interviews and surveys to confirm problem-solution fit

2

**Test MVP**  
Deploy minimum viable product with limited provider network

3

**Measure Adoption**  
Track behavioral adoption patterns and user engagement

4

**Iterate & Improve**  
Refine solution based on feedback and usage data

5

**Scale Success**  
Expand successful patterns across broader market