Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

HOSPITALS WHO WISH TO IMPROVE THEIR HEALTHCARE MANAGEMENT SYSTEM

6. CUSTOMER — 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.

CUSTOMERS MIGHT NOT TRUST THE ACCURACY OF THE PREDICTOR AND THEY MIGHT FEAR DATA MISUSE . THIS MIGHT PREVENT THEM FROM USING

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

APART FROM FACTORS LIKE INFECTION RATE AND WARD TYPE OTHER FACTORS SHOULD ALSO BE CONSIDERED TO ENHANCE RELIABILITY

Explore AS,

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.

DATA COLLECTION IS ONE OF THE MOST IMPORTANT STEP IN DESIGNING THE PREDICTOR' HENCE IT SHOULD BE DONE PROPERLY

CUSTOMERS SHOULD BE ASSURED OF OPTIMUM DATA SECURITY IN ORDER TO HAVE THEM RETAIN THEIR TRUST IN OUR PREDICTOR

Focus on J&P, tap into BE, understand

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.

THE RELIABILITY OF THE PREDICTOR IS AFFECTED IF THE DATA COLLECTED IS INACCURATE.

CUSTOMERS MIGHT REFRAIN FROM USING IF THEY FIND IT TO BE PRONE TO CYBER ATTACKS

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)

THE MOST IMPORTANT ASPECT OF THE PREDICTOR IS THE ACCURACY WHICH IS IMPORTANT TO ENHANCE HOSPITAL MANAGEMENT SYSTEM

DATA SHOULD BE STORED SECURELY

Focus on J&P, tap into BE, understand

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.

CUSTOMERS CAN BE PROVIDED WITH COMPARISON OF LENGTH OF STAY AS PREDICTED BY MODEL AND THE ACTUAL LENGTH OF STAY

4. EMOTIONS: BEFORE / AFTER — EM

USERS WOULD FEEL THEY ARE IN COMPLETE CONTROL IN PREDICTING THE LENGTH OF STAY SINCE THEY CAN WHOLEHEARTEDLY TRUST THE PREDICTOR

Identify strong TR & EM

10. YOUR SOLUTION — SL

DESIGN A PREDICTOR WITH GOOD AMOUNT OF ACCURACY AND ENSURE THAT THE DATA COLLECTED IS SECURE

8. CHANNELS of BEHAVIOUR — CH

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

CUSTOMERS MIGHT SEARCH FOR RELIAIBLE PREDICTORS THAT ARE AVAILABLE ONLINE AND RATE THEM BASED ON LIKING HOSPITALS MIGHT DISCUSS ABOUT THE PREDICTORS WITH OTHER HOSPITALS AND IF THEY FIND IT RELIABLE , THEY WOULD SPREAD A WORD ABOUT IT.

Extract online & offline CH of BE

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