To develop an application that determines the type of heart ailment in patients by analyzing Arrhythmia

Problem-Solution fit canvas 2.0

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Define CS, fit into

Explore AS

1. CUSTOMER SEGMENT(S) — CS
Who is your

People who are diagnosed with heart ailments or people who at risk of developing heart complications. Average age of target customers is above fifty.

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. cons do

Lack of awareness about checking for heart ailments due to Arrhythmia (irregular heart beats). Quite often, people think that it is not required to invest in an application that they think is unimportant to have.

5. AVAILABLE SOLUTIONS — AS
Which solutions are available to the customers when they face the or need to get the job done? What have they tried in the past? What pros & cons do

The existing norm followed by people is get themselves diagnosed only after an accident occurs (such as a heart attack). Our idea goes by the saying 'prevention is better than cure'. By detecting the presence of heart ailments at the early stages, customers can benefit greatly by taking preventing measures.

Focus on J&P, tap into BE, understand

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

The major problem faced by people diagnosed with Arrhythmia related issues is the lack of awareness. Almost everyone is unaware of the fact that one can detect the type of heart ailment that the particular individual can be affected of, by analyzing the ECG patterns of heart beats. A simple software/hardware solution that addresses this issue can be a lifesaver for many.

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.

Negligence in taking care of health is the major reason for heart related risks. Also, the lack of an easy to use product that diagnoses the heart ailment makes it further complicated for people to get themselves diagnosed. The only solution that currently exists is going to hospitals once they get into an accident. The void present in this context promoted us to work on this particular product, and the goal is to make it easy to use so that everyone can benefit.

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)

At present, the only solution that exists is to go to a hospital, more preferably – a multi-speciality clinic and consult with a cardiologist and get themselves diagnosed. While visiting hospitals is absolutely necessary in this context, the lack of a tool that detects such ailments in advance might turn out to be quite problematic to people.

Identify strong TR & EM

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

The need to prevent any heart related untoward incident that causes loss of life

10. YOUR SOLUTION
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.

Develop an easy-to-use application that efficiently classifies and indicates the type of heart ailment (heart attack, myocardial infarction etc.) based on analyzing 2D spectral images of Arrhythmia. The application should indicate the type of risk, and at the same time it should indicate the preventive measures that need to be followed in order to keep oneself healthy.

8. CHANNELS of BEHAVIOUR

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

Customers do basic googling to know about heart ailments in general. But there is no efficient online tool that studies Arrhythmia and gives out the heart ailment.

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

Customers visit hospitals and go for general check-ups.

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.

... health deterioration -> Confidence to keep themselves healthy

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