

Project Design Phase Problem – Solution Fit

Date	25 June 2025
Team ID	LTVIP2025TMID59731
Project Name	HealthAI
Maximum Marks	2 Marks

Problem – Solution Fit:

Problem-Solution Fit canvas

Purpose / Vision

Version:

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Define CS, fit into CL</div> <div> 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> -> Patients with chronic conditions (e.g., diabetes, hypertension) -> Caregivers managing patient health records </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Explore AS, differentiate</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> 6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <ul style="list-style-type: none"> -> Limited technical knowledge -> Budget constraints (especially for premium services) -> Accessibility issues in rural areas </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> 5. AVAILABLE SOLUTIONS <small>PROS & CONS</small> AS <ul style="list-style-type: none"> -> WebMD / Online forums: Widely available, but low reliability -> Doctor visits: Reliable but time-consuming and limited availability </div> <div></div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Focus on PR, tap into BE, understand RC</div> <div> 2. PROBLEMS / PAINS + ITS FREQUENCY PR <ul style="list-style-type: none"> -> Lack of access to reliable, timely medical advice (frequent) -> Difficulty interpreting health reports and metrics (common) -> Overwhelmed by unverified online health information (very common) -> Inconsistent patient tracking across different devices (frequent) </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Focus on PR, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> 9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> -> Healthcare system overload and inaccessibility -> Lack of personalized, real-time interpretation of health data -> Misinformation online due to non-expert sources -> Fragmentation of patient data across systems </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> 7. BEHAVIOR + ITS INTENSITY BE <ul style="list-style-type: none"> -> Users search symptoms on Google regularly -> Moderate adoption of health tracking apps -> Increasing interest in self-care and wellness insights -> High engagement during health scares (e.g., post-COVID awareness) </div> <div></div> </div>
<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold;">Identify strong TR & EM</div> <div> 3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> -> Before: Confused, anxious, helpless, uncertain -> After: Informed, reassured, empowered </div> <div style="writing-mode: vertical-rl; font-weight: bold;">Extract online & offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> 10. YOUR SOLUTION SL <p>HealthAI: A virtual healthcare assistant that:</p> <ul style="list-style-type: none"> -> Offers chat-based, medically grounded consultations -> Generates treatment plans and preventive care suggestions -> Visualizes health data for better decision-making -> Consolidates patient data and insights into one intuitive dashboard </div> <div></div> </div>	<div style="display: flex; justify-content: space-between;"> <div></div> <div> 8. CHANNELS of BEHAVIOR CH <div style="border-bottom: 1px solid #ccc; padding: 5px 0;"> <small>ONLINE</small> <ul style="list-style-type: none"> -> Search engines (Google, Bing) -> Health forums and blogs </div> <div style="padding: 5px 0;"> <small>OFFLINE</small> <ul style="list-style-type: none"> -> Clinics, hospitals -> Pharmacy discussions -> Community health workshops </div> </div> <div></div> </div>

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References:

- <https://www.ideahackers.network/problem-solution-fit-canvas/>
- <https://medium.com/@epicantus/problem-solution-fit-canvas-aa3dd59cb4fe>