

Ideation Phase

Define the Problem Statements

Date	31 January 2025
Team ID	SWTID1744100849
Project Name	HealthPlum
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Problem Statement

Patients often struggle to find and book appointments with verified doctors efficiently, especially in underserved areas.

HealthPlum addresses this by providing a seamless, digital platform for appointment booking, doctor discovery, and schedule management.

Customer Problem Statements

Patient Perspective:

Problem Statement	I'm	I'm trying to	but	because	Which makes me feel
P S -1	A patient seeking medical care	Find and book appointments with appropriate doctors	I struggle to find available slots that match my schedule	Most clinics require phone calls during business hours and have limited online booking options	Frustrated and anxious about my health concerns being delayed
P S - 2	A patient with a chronic condition	Keep track of my medical history and share it with new specialists	I have to repeatedly fill out the same information on paper forms	There's no centralized system for my medical records	Exhausted by repeating my medical history and worried about missing important details

Doctor Perspective:

Problem Statement	I'm	I'm trying to	but	because	Which makes me feel
PS-1	A busy physician	Manage my appointment schedule efficiently	I spend too much time on administrative tasks	My clinic relies on manual scheduling processes	Overwhelmed and unable to focus on patient care
PS-2	A specialist doctor	Build a consistent patient base	I have unexpected gaps in my schedule due to last-minute cancellations	There's no efficient way to fill cancelled appointments quickly	Frustrated by the loss of productive time and potential income

Key Features Based on Problem Statements

- 1. Easy Appointment Booking**
 - Online scheduling system with real-time availability
 - Filter doctors by specialty, location, and insurance acceptance
 - Quick appointment confirmation system
- 2. Patient Profile Management**
 - Centralized medical history storage
 - Secure sharing of records with authorized healthcare providers
 - Medication tracking and prescription history
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- 3. Doctor Schedule Optimization**
 - Automated scheduling and confirmation system
 - Waitlist management for filling cancelled appointments
 - Calendar synchronization options
- 4. Communication Tools**
 - Appointment reminders via SMS/email
 - Secure messaging between patients and providers
 - Pre-appointment questionnaires to optimize visit time

This ideation framework helps ensure to addresses real pain points experienced by both patients and doctors, creating value for all users of the platform.