

## Project Design Phase Problem – Solution Fit

Date	15 February 2025
Team ID	SWTID1744100849
Project Name	HealthPlum
Maximum Marks	2 Marks

### Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

#### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

#### Template:

**Problem-Solution fit canvas 2.0**

Purpose: Connecting patients and doctors through digital care

<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">1. CUSTOMER SEGMENT(S) <span style="float: right; color: #e91e63;">CS</span></div> <div style="font-size: 0.8em; margin-top: 5px;">Who is your customer?</div> <ol style="list-style-type: none"> <li>1. <b>Primary Users:</b> Patients looking to easily book appointments with doctors.</li> <li>2. <b>Secondary Users:</b> Doctors seeking a centralized platform to manage appointments and patient information.</li> <li>3. <b>Tertiary:</b> Clinics/hospitals looking to digitize appointment workflows.</li> </ol>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">6. CUSTOMER <span style="float: right; color: #e91e63;">CC</span></div> <div style="font-size: 0.8em; margin-top: 5px;">What constraints prevent your customers from acting or limit their choices of solutions? I.e., spending power, budget, no cash, network connection, available devices.</div> <ul style="list-style-type: none"> <li>Limited access to hospitals in rural areas</li> <li>Time-consuming manual booking systems</li> <li>Lack of tech awareness among older patients</li> <li>Need for mobile-friendly solutions</li> <li>Doctors may be hesitant to adopt new tech if not intuitive</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">5. AVAILABLE SOLUTIONS <span style="float: right; color: #e91e63;">AS</span></div> <div style="font-size: 0.8em; margin-top: 5px;">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 &amp; cons do these solutions have? I.e., pen and paper is an alternative to digital note-taking</div> <ul style="list-style-type: none"> <li>Phone-based appointment bookings</li> <li>Walk-in and manual registration systems</li> <li>Hospital websites (with poor or no booking support)</li> <li>3rd party apps (like Practo, but with limited rural reach)</li> </ul>
<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">2. JOBS-TO-BE-DONE / PROBLEMS <span style="float: right; color: #e91e63;">J&amp;P</span></div> <div style="font-size: 0.8em; margin-top: 5px;">Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <ul style="list-style-type: none"> <li>Patients need to book appointments without long queues or calls</li> <li>Doctors want to manage appointments, track availability, and update statuses</li> <li>Patients need personalized access to view and cancel appointments</li> <li>Need for department-based filtering while finding doctors</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">9. PROBLEM ROOT CAUSE <span style="float: right; color: #e91e63;">RC</span></div> <div style="font-size: 0.8em; margin-top: 5px;">What is the real reason that this problem exists? What is the back story behind the need to do this job? I.e., customers <a href="#">book up</a> do it because of the change in regulations.</div> <ul style="list-style-type: none"> <li>Lack of unified digital infrastructure for healthcare appointment systems</li> <li>Traditional booking systems don't scale and are prone to human error</li> <li>Rural and Tier 2 regions lack healthcare tech integration</li> <li>No easy way to track and update appointment statuses from both ends</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">7. BEHAVIOUR <span style="float: right; color: #e91e63;">BE</span></div> <div style="font-size: 0.8em; margin-top: 5px;">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 (s.e. Greenpeace)</div> <ul style="list-style-type: none"> <li>Patients often call or visit hospitals to check availability</li> <li>Doctors use diaries or spreadsheets to track appointments</li> <li>Growing acceptance of online platforms post-COVID</li> <li>Youth in families often help older family members use tech to book</li> </ul>
<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">3. TRIGGERS <span style="float: right; color: #e91e63;">TR</span></div> <div style="font-size: 0.8em; margin-top: 5px;">What triggers customers to act? I.e., seeing their neighbor installing solar panels, reading about a more efficient solution in the news.</div> <ul style="list-style-type: none"> <li>Long wait times at hospitals</li> <li>Need for timely consultations and reduced physical visits</li> <li>Doctors wanting better time management</li> <li>Awareness of digital alternatives via word of mouth or social media</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">10. YOUR SOLUTION <span style="float: right; color: #e91e63;">SL</span></div> <div style="font-size: 0.8em; margin-top: 5px;">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 <a href="#">problem</a>, and matches customer behavior.</div> <ul style="list-style-type: none"> <li>HealthPlum: A MERN-based web application for doctor appointment bookings</li> <li>Secure signup/login for both doctors and patients</li> <li>Filter doctors by department</li> <li>Book, cancel, and track appointments with ease</li> <li>Doctor dashboard to manage bookings &amp; update statuses</li> <li>JWT-based auth for secure sessions</li> <li>Mobile-responsive UI for accessibility</li> </ul>	<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">8. CHANNELS of BEHAVIOUR <span style="float: right; color: #e91e63;">CH</span></div> <div style="font-size: 0.8em; margin-top: 5px;">What kind of actions do customers take online? Extract online channels from #7 and use them for customer development.</div> <div style="font-size: 0.8em; margin-top: 5px;">8.2 OFFLINE</div> <div style="font-size: 0.8em; margin-top: 5px;">What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> <ul style="list-style-type: none"> <li>Google searches: "find doctors near me", "book appointment online"</li> <li>Social media shares or health blog mentions</li> <li>Direct visits to the platform</li> <li>Referrals from clinics or existing users</li> <li>Posters/flyers in hospitals and clinics</li> <li>Word of mouth in local communities</li> <li>Doctor recommendations to use platform</li> <li>University health camps or CSR initiatives</li> </ul>
<div style="background-color: #f0f0f0; padding: 2px; text-align: center; font-weight: bold;">4. EMOTIONS: BEFORE / AFTER <span style="float: right; color: #e91e63;">EM</span></div> <div style="font-size: 0.8em; margin-top: 5px;">How do customers feel when they face a problem or a job and afterwards? I.e., lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</div> <ul style="list-style-type: none"> <li><b>Before:</b> Frustration, stress, wasted time, uncertainty</li> <li><b>After:</b> Confidence, satisfaction, time-saved, feeling in control</li> </ul>		

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