PRODUCT THINKING PROBLEM SOLUTION

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AGENDA

INTRODUCTION

PROBLEM STATEMENT

PROVE IT IS REAL

PRODUCT THINKING APPLICATION
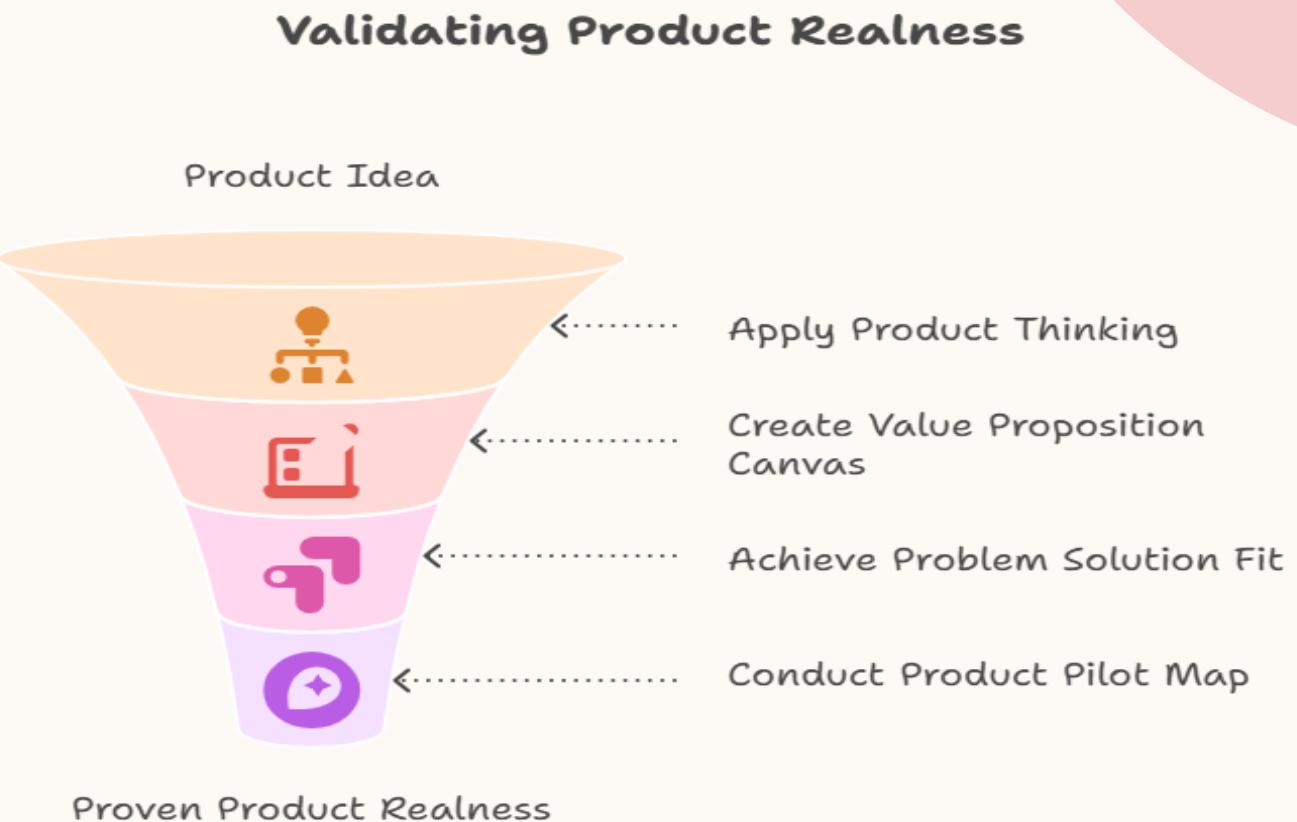
VALUE PROPOSITION CANVAS

PROBLEM SOLUTION FIT

PRODUCT PILOT ROAD MAP
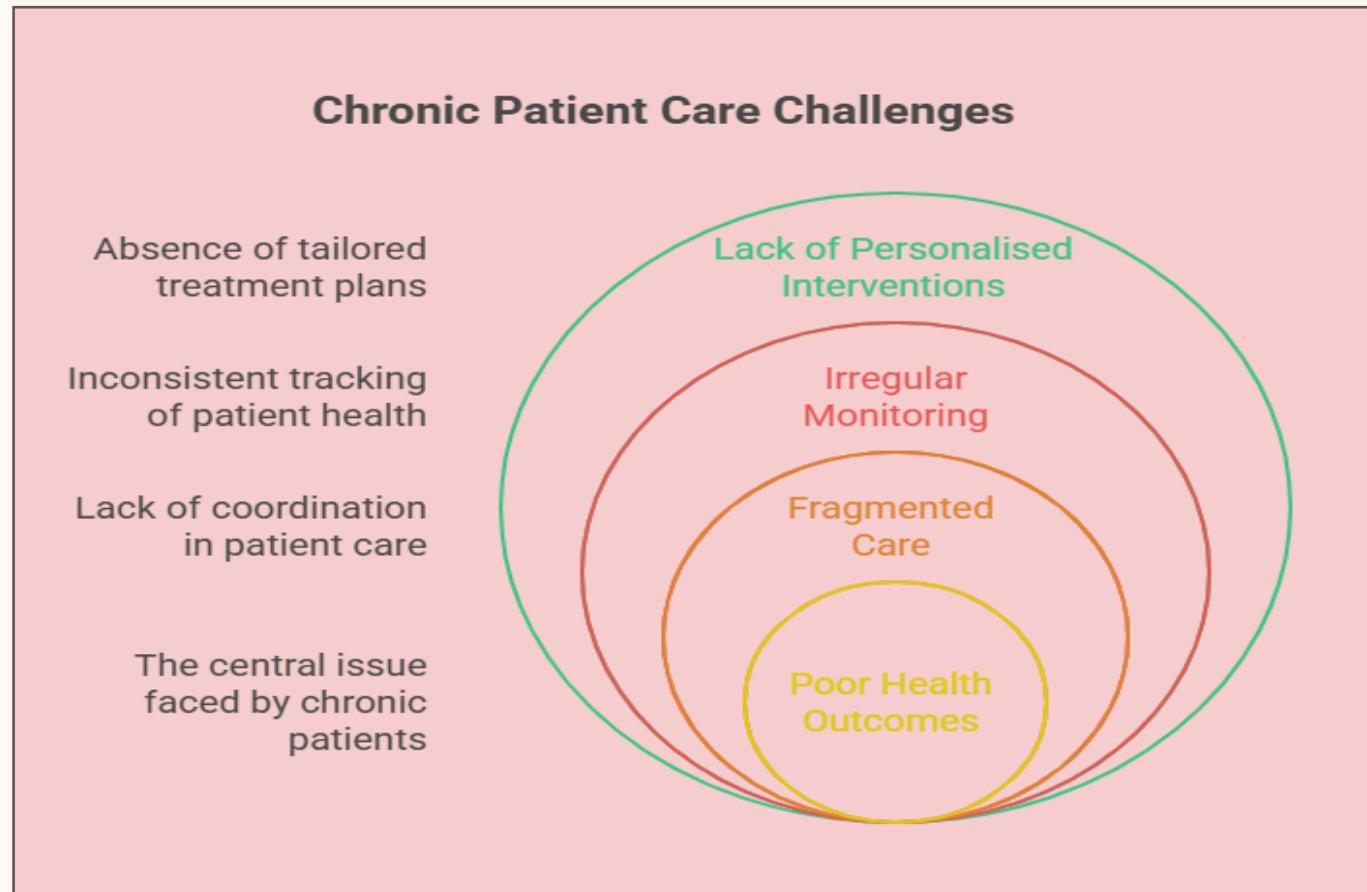
INTRODUCTION

Please do find the details **Product Thinking Plan** where I provided a opportunity discovery for a specific problem that persists in healthcare industries, and procure a step by step action plan for the problem solution, product application, Value Proposition Canvas, problem solutions and results.

Validating Product Realness

Product Idea

Apply Product Thinking

Create Value Proposition Canvas

Achieve Problem Solution Fit

Conduct Product Pilot Map

Proven Product Realness

PROBLEM STATEMENT

Chronic patients (e.g., diabetes, hypertension, heart failure) often experience poor health outcomes due to fragmented care, irregular monitoring, and lack of personalized interventions outside the hospital environment.

Chronic Patient Care Challenges

Absence of tailored treatment plans

Inconsistent tracking of patient health

Lack of coordination in patient care

The central issue faced by chronic patients

Lack of Personalised Interventions

Irregular Monitoring

Fragmented Care

Poor Health Outcomes

PROVE IT IS REAL

Chronic Disease Management: Unveiling the Gaps in Care.

Lack of Continuity — Visible gap in care continuity

Market Research — Healthcare spending on chronic diseases

Patient Interviews — Patients struggle with medication adherence

Clinician Interviews — Clinicians lack real-time patient updates

Made with Napkin

1.Market Research & Stats:
70% of healthcare spending goes to chronic disease management.
50% of chronic patients do not adhere to medication or follow-up.

2.Patient Interviews:
"I forget when to take medication."
"I only see my doctor once every 3 months. No one checks on me in-between."

3. Clinician Interviews:
"We lack real-time patient updates."
"Patients deteriorate before they reach us."

Conclusion: There's a real gap in continuity of care and remote intervention in chronic disease management.

PRODUCT THINKING APPLICATION

Smart Chronic Companion App – Product Thinking

	Chronic Care Patients	Caregivers & Family	Outpatient Clinicians
Target Audience	Age 35+	Support patient adherence	Remote care teams
Solution Vision	AI-driven nudges	Alerts on non-compliance	Back-end dashboards
Key Features	Personalized reminders	Alerts for non-compliance	Secure chat feature
Why It Works	Fits daily routines	Early warnings prevent issues	Real-time insights provided
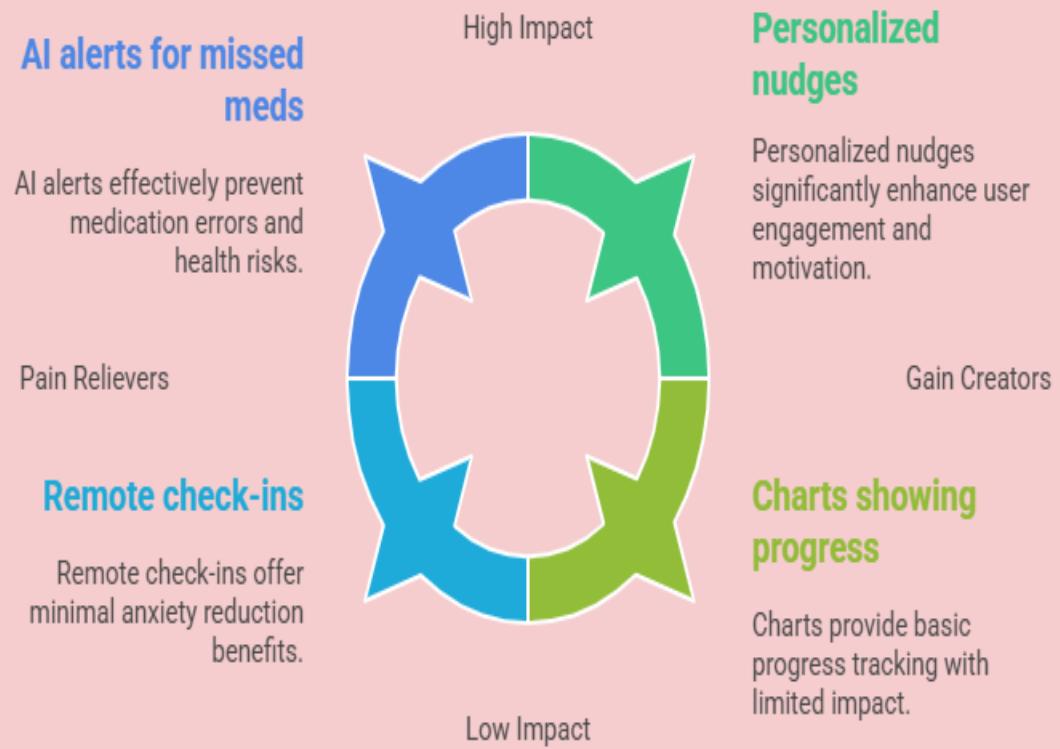
VALUE PROPOSITION CANVAS

Customer needs range from basic to aspirational.

Managing User

Needs medication management, avoids emergencies, seeks remote advice

Basic

Aspirational

Forgetful User

Needs reminders, feedback, personalized instructions

Supported User

Needs peace of mind, access to care, feels understood
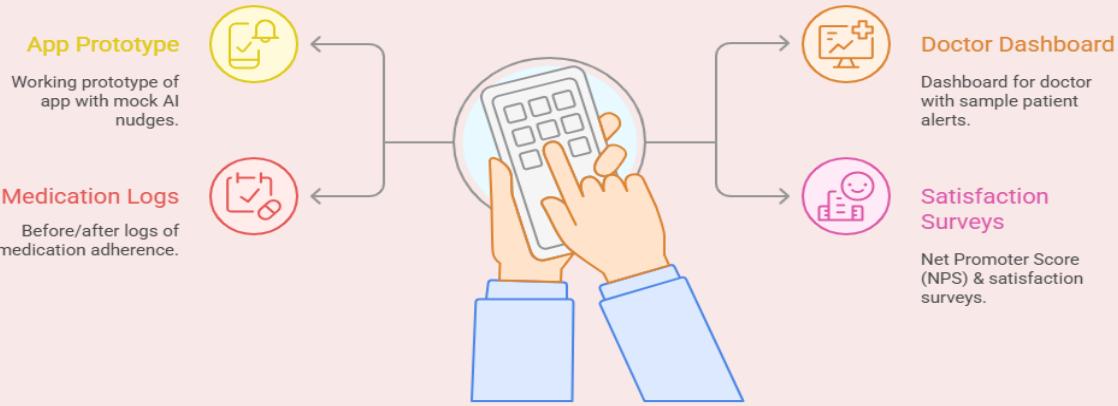
AI Product Features Categorization

AI alerts for missed meds

AI alerts effectively prevent medication errors and health risks.

High Impact

Personalized nudges

Personalized nudges significantly enhance user engagement and motivation.

Pain Relievers

Gain Creators

Remote check-ins

Remote check-ins offer minimal anxiety reduction benefits.

Charts showing progress

Charts provide basic progress tracking with limited impact.

Low Impact

PROBLEM SOLUTION FIT

Component Details to Monitor

App Prototype
Working prototype of app with mock AI nudges.

Medication Logs
Before/after logs of medication adherence.

Doctor Dashboard
Dashboard for doctor with sample patient alerts.

Satisfaction Surveys
Net Promoter Score (NPS) & satisfaction surveys.

Test Participants

Chronic Patients
Ten patients with diabetes or hypertension will participate.

Five family members who provide care will be included.
Family Caregivers

General Physicians
Three physicians managing outpatient department patients will join.

Success Criteria for Healthcare System

Patient Reminders
Patients find reminders helpful
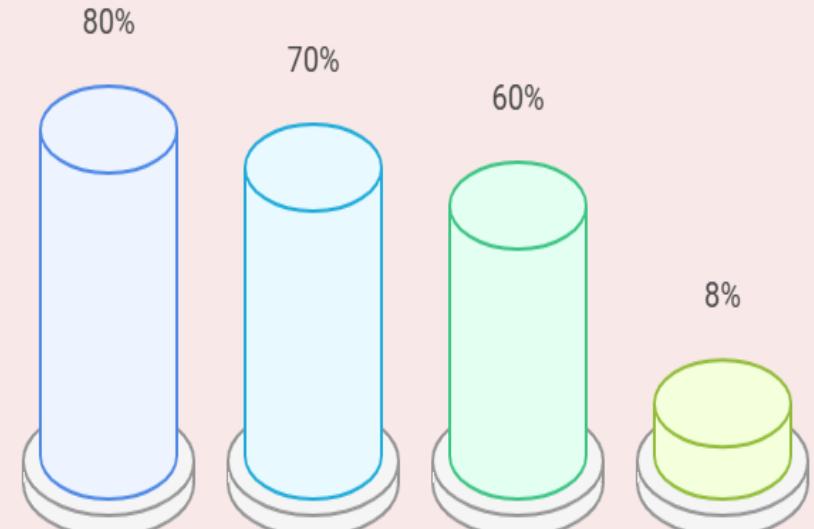
Doctor Alerts
Doctors see alerts as relevant

Medication Adherence
Improvement in medication adherence

NPS Score
High satisfaction with ease of use

80% 70% 60% 8%

PRODUCT PILOT ROAD MAP

Project Development Timeline for Healthcare Innovation
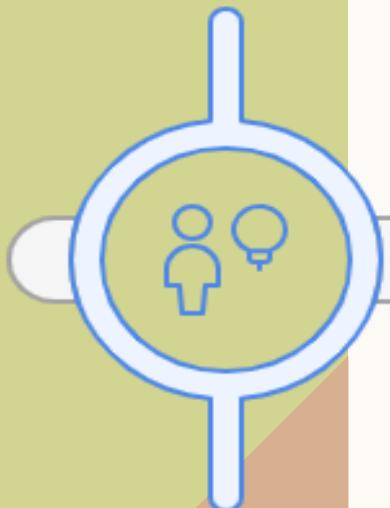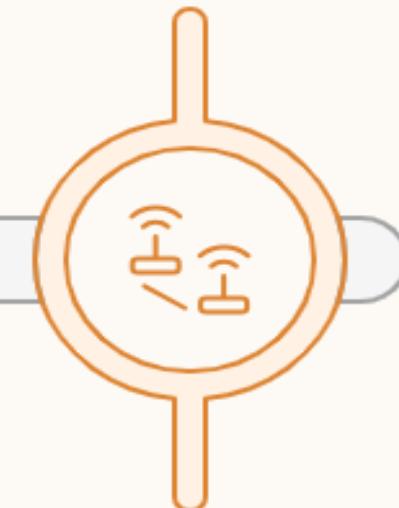
Week 1–2	Week 3–5	Week 6–8	Week 9–10	Week 11–12
Ideation & Research: Problem validation, journey mapping	MVP Design: Build patient app & doctor dashboard	Testing: Usability tests, satisfaction, adherence logs	Iteration: Refine based on feedback	Pilot Launch: Test with 50 users in a real-world setup