Project Design Phase
Problem – Solution Fit Template

Date	23 JUNE 2025
Team ID	LTVIP2025TMID54908
Project Name	DOCSPOT – Seamless Appointment Booking for Health
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:

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1. CUSTOMER SEGMENTS (CS)

Who are our users?

   * Urban & semi-urban residents

   * Working professionals with limited time

   * Parents managing child healthcare

   * Elderly patients who need regular checkups

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2. JOBS-TO-BE-DONE / PROBLEMS (J\&P)

What problems are we solving?

   * Long waiting times or no response when calling clinics

   * No real-time visibility into doctor availability

   * Lack of trust in unknown doctors or clinics

   * Inefficient booking processes and poor follow-ups

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3. TRIGGERS (TR)

What motivates people to act?

   * Health issues needing immediate attention

   * Frustration with repeated calls or walk-ins

   * Friends recommending online health booking

   * Awareness of digital health convenience

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4. EMOTIONS – BEFORE / AFTER (EM)

How do users feel?

Before:

   * Anxious, frustrated, uncertain, helpless

After:

   * Relieved, confident, informed, in control

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5. AVAILABLE SOLUTIONS (AS)

What are they using now?

   * Calling hospitals or clinics manually

   * Walk-ins (time-consuming)

* Apps like Practo or 1mg (not always user-friendly or local)

* Google reviews or word-of-mouth

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6. CUSTOMER CONSTRAINTS (CC)

What holds them back?

   * Limited tech skills among older users

   * No access to fast internet or smartphones

   * Fear of fraud or unverified doctors

   * Preference for traditional methods

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7. BEHAVIOUR (BIE)

What do users currently do?

   * Search for doctors online

   * Call friends or relatives for recommendations

   * Visit clinics without appointments

   * Delay treatment due to confusion or hesitation

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8. CHANNELS OF BEHAVIOUR (CH)

How do users interact?

8.1 Online:

   * Google search, social media, health blogs

   * App stores (Play Store/App Store)

   * WhatsApp doctor recommendations

8.2 Offline:

   * Clinic notice boards

   * Pharmacy referrals

   * Word-of-mouth from family

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9. PROBLEM ROOT CAUSE (RC)

Why does the problem exist?

   * Lack of a unified and user-friendly digital system

   * Overloaded hospitals, no front-end tech adoption

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10. OUR SOLUTION (SL)

How does DocSpot fix this?

- ✅ Clean & user-friendly app interface
- ✅ Doctor profiles with reviews, fees & availability
- ✅ Real-time booking + appointment reminders
- ✅ Smart filters (location, specialty, fee)
- ✅ Secure digital record uploads

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