

**Explore AS, differentiate**

**Focus on J&P, tap into BE, understand RC**

**Define CS, fit into CC**

**Focus on J&P, tap into BE, understand RC**

Purpose / Vision

* Basic symptom checkers or search engines (limited accuracy, impersonal)
* Traditional telemedicine (requires scheduling, lacks analytics)
* Paper-based health tracking (manual, hard to analyse)
* Government health portals (generalized content)

**AS**

**5. AVAILABLE SOLUTIONS**

* Limited medical knowledge to interpret symptoms
* No immediate access to doctors or specialists
* Budget restrictions for paid consultations
* Limited technical literacy or poor internet access in rural areas
* Concerns about data privacy and misuse

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

* Individuals seeking accessible and accurate health information
* People with chronic conditions who want to monitor and manage their health
* Patients in areas with limited access to healthcare professionals
* Health-conscious users tracking wellness and symptoms
* Caregivers managing health for others
* Searching symptoms online
* Asking friends or family for advice
* Using health apps or devices inconsistently
* Waiting until symptoms worsen before seeking help
* Keeping handwritten notes or relying on memory for health history

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

* Overloaded healthcare systems with long wait times
* Inconsistent access to personalized and timely medical guidance
* Lack of integration between personal health tracking and expert advice
* Misinformation and unverified sources online leading to confusion

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* Understand potential causes of symptoms without visiting a doctor
* Get tailored treatment advice based on a diagnosis
* Monitor personal health data and detect warning trends early
* Receive trustworthy medical information instantly
* Navigate healthcare decisions confidently

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| **Identify strong TR & EM** | **3. TRIGGERS**  **TR**   * Experiencing new or ongoing symptoms * Receiving a diagnosis but lacking clear next steps * Concern after seeing news or stories about health risks * Wanting to improve personal wellness or manage chronic disease * Difficulty accessing immediate healthcare support | **10. YOUR SOLUTION**  **SL**  **HealthAI** provides intelligent, AI-driven healthcare support using IBM Granite and Watson ML to offer:   * **Patient Chat**: 24/7 AI medical Q&A * **Disease Prediction**: Personalized symptom analysis and condition forecasting * **Treatment Plans**: Customized medical guidance based on user input * **Health Analytics**: Visual tools to monitor health trends and receive AI-powered insights The solution is accessible, empathetic, private, and uses a friendly interface built with Streamlit for seamless experience. | 1. **CHANNELS of BEHAVIOUR**  **CH**     1. **ONLINE**   Mobile health apps, Google searches, online forums, telehealth platforms | **Extract online & offline CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER**  **EM**   * **Before**: Anxious, confused, overwhelmed, uncertain, vulnerable * **After**: Reassured, informed, in control, confident, proactive   . | **8.2 OFFLINE**  Visits to clinics, pharmacies, use of paper records, community health talks |

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