Project Design Phase
Problem – Solution Fit Template

Date	20 February 2026
Team ID	LTVIP2026TMIDS56110
Project Name	DocSpot: Seamless Appointment Booking for Health
Maximum Marks	2 Marks

Template:

Define CS, fit into CL

1. CUSTOMER SEGMENT(S) `CS`

Rural patients
• Age 20-60
• Low & middle income families
• People with limited hospital access
• Elderly patients

5. CUSTOMER LIMITATIONS — EG. BUDGET, DEVICES

• Limited internet access
• Low digital knowledge
• Transportation problems
• Long waiting times
• Lack of information about doctors

7. AVAILABLE SOLUTIONS

PLUSES & MINUSES

• Direct hospital visit
• Calling hospital reception
• Asking local agents
• Waiting in long queues
• Government hospital registrat

Explore AS, differentiate

Focus on PR, tap into BE, understand RC

2. PROBLEMS / PAINS + ITS FREQUENCY `PR`

• Need quick doctor consultation

• Want to avoid long waiting time

• Need easy appointment booking

• Want doctor availability information

• Need affordable healthcare access

6. PROBLEM ROOT / CAUSE `RC`

• No proper digital booking system

• Poor hospital management

• Lack of awareness

• Limited rural healthcare infrastructure

• No real-time appointment tracking

8. BEHAVIOR + ITS INTENSITY

• Visit hospital early morning

• Stand in queue for hours

• Depend on others for booking

• Ignore minor health issues

• Travel long distances

Focus on PR, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS TO ACT `TR`

• Sudden illness
• Emergency situations
• Seasonal diseases
• Doctor availability announcements

4. EMOTIONS BEFORE / AFTER `EM`

Before Solution:
• Frustration
• Stress
• Anxiety
• Confusion

After Solution:
• Relief
• Confidence
• Satisfaction
• Convenience

10. YOUR SOLUTION `SL`

• Simple mobile application
• Online appointment booking
• Real-time doctor availability
• SMS confirmation
• Token number system
• Multi-language support

9. CHANNELS of BEHAVIOR

ONLINE

Mobile App
• Website
• WhatsApp support

OFFLINE

• Hospital help desk
• Posters in villages
• Local health workers

Extract online & offline CH of

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.**