

# PRODUCT OR MODEL DEVELOPMENT CANVAS

## Barriers

People experience **Lack of Time** to :

- \* Search for best Doctors
- \* Book the appointments
- \* Fast & Reliable Medical services like test reports, on site query solutions, etc. and many more....

What are the barriers to the idea? How to deal with them?

## Discovery

Users will gain more expertise on **How to use the ChatBot** by :

- \* Using it as if it is a Doctor itself
- \* Presenting the query in a crisp and clean way
- \* Providing the correct biodata of the user for proper diagnosis

How will the user get to know about the chatbot?

## Value proposition

\* **Process Pain Point :**

Pain - Poor Customer Exp.

Value - Fast & easy services

\* **Financial Pain Point :**

Pain - Plan options are costly

Value - Free Model to put great value for paid money

\* **Support Pain Point :**

Pain - Digital/Online & On-Site services did not meet needs

Value - Reliable, fast, and trustworthy Digital Services

\* **Productivity Pain Point :**

Pain - Discomfort with use of personal Data

Value - Complete Data Privacy

What is the user's pain point?  
What value will the chatbot bring to the user?

## Users

**Users :** Patients and Doctors

**Age :** 14 years or above

**Demographics :** 62% Male | 38% Female

**Interests and Values :** Services

Who are the users? Age?  
Demographics? Interests?  
Values?

## Current solutions

**Saves users' time** and does most of the tasks for them. Talking to ChatBot is an easier, faster way to get things done.

What are the current solutions?

## Fallback

When the user commanded all the ways to the Chatbot and if it will be **Unable to Understand and Fallback**, then at last, the user will be given the opportunity to choose the real doctor and can start the chat with the real person

Who will the chatbot handoff to when it fails?

## Development and deployment

**MICROSOFT  
AZURE**

What development and deployments tools will be used?

## Devices/Modalities

\* **Platform Independent**, so

ALL Devices/Modalities type users can access all the services

\* Users would prefer to **Text**

What devices do users have access to? Would they prefer to text or call?

## Channels

- \* It is a health care chatbot **messaging application** for medical services
- \* More channels to be introduced soon

What channels do they typically use? Messaging apps? SMS? Telephony?

## Background tasks

- \* User sends **request** to ChatBot.
- \* Bot finds the **intention** using NLP.
- \* Bot generates **response** in/from Base.
- \* Bot sends the **response** to User.

What are the tasks that need to happen for the chatbot to actually fulfil the tasks?

## Relationship

Beyond merely understanding what user have to say, ChatBot works as if it is a real Doctor because it **has a real personality** and **has a relationship** of love and care with user

What kind of relationship should the chatbot have with the user?

## Personality

ChatBot should be conversational mature, omni-capable, emotionally intelligent, must fully adept at setting the tone while interacting with the customer & deliver highly personalized experience

What personality should the chatbot project?

## Conversational tasks

- \* Let the ChatBot introduce itself.
- \* Provide guidelines to the user.
- \* Suggest Options.
- \* Empathetic way of communicating.
- \* Emotional connect with users.

What conversations does the chatbot need to have?

Project name: MECHMEDICIAN



MECHMEDICIAN