Define CS, fit into CC

1. CUSTOMER SEGMENT(S) | CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

1. Grandparents of each and every family
2. Medically Challenged People

6. CUSTOMER CONSTRAINTS | CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

The User may be unaware of the medicines they intake, the user may forget to take up the medicines on time even before and after the food, as no one remind to take medicines.

5. AVAILABLE SOLUTIONS | AS

Which solutions are available to the customers when they face the problem
or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

During the right time, the device will receive notification in the name of the medicine as a voice message.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS | J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

When Someone is forgot to take Medicine due to heavy Work Pressure
Or to take care of their parents when they are not in home.
Message makes you more healthier

9. PROBLEM ROOT CAUSE | RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Sometimes the senior user may not have anyone to guide them to take up the medicines as per the doctor's prescription, so they need additional source.

7. BEHAVIOUR | BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

The Users may seek for help to the allotted person or any other modern devices which can remind the users about the medicines and time

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

Identify strong TR & EM

3. TRIGGERS | TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Promotes the usage of App to others user advice
Even the Rural people can learn to use.

4. EMOTIONS: BEFORE / AFTER | EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

They Feel more healthier and happier.

10. YOUR SOLUTION | SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Our solution enables the users to set desired time and medicine name to the authorized device, the device will receive notification in the name of the medicine during the correct time

8. CHANNELS of BEHAVIOUR | CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

8.1
Upload the details of medices during the prescribed time
8.2
Setting reminder at right time

Identify strong TR & EM