

## Project Design Phase-I Problem – Solution Fit Template

Date	30 September 2022
Team ID	PNT2022TMID48412
Project Name	Personal assistance for seniors who are self reliant
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.**

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b>	<b>6. CUSTOMER CONSTRAINTS</b>	<b>5. AVAILABLE SOLUTIONS</b>	Explore AS, differentiate
	<p>Who is your customer? Who is your customer? Senior Citizens who are self reliant are the target customers.</p>	<p>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 customer must not be hearing impaired since the application will give the voice commands about the medicine and the internet connection is mandatory. A android or an ios device is needed</p>	<p>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?  In the past practicing heart healthy lifestyle choices such as exercising, eating a Mediterranean diet, avoiding stress. These are temporary solutions and cannot lead an independent life. Our device promotes their lifestyle by being available all the time with a helping hand.</p>	
Focus on JAP, tap into BE, understand NC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b>	<b>9. PROBLEM ROOT CAUSE</b>	<b>7. BEHAVIOUR</b>	Focus on JAP, tap into BE, understand NC
	<p>Which jobs-to-be-done (or problems) do you address for your customers?  The senior citizen often tend to forget taking the medicines on time and also the correct amount to be consumed. So this system reminds the elders to take medicines.</p>	<p>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. Forgetfulness of the elders are the root cause along with the confusion on how much to consume, when to consume, and what medicine to take.</p>	<p>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) Updating the medicine regularly after the doctors visit and check ups. Updating the applications regularly. Making sure that the speakers are working fine.</p>	
Identify strong TR & EM	<b>3. TRIGGERS</b>	<b>10. YOUR SOLUTION</b>	<b>8. CHANNELS of BEHAVIOUR</b>	Extract online & offline CH of BE
	<p>What triggers customers to act? i.e. seeing their neighbor installing  The senior citizen always find it difficult to take medicines at the prescribed time due to complications that come with old age. The main problem of not taking medicine on time is that it will affect the health and wellbeing and is difficult for the caretakers.  <b>4. EMOTIONS: BEFORE / AFTER</b>  How do customers feel when they face a problem or a job and afterwards?  Before using it the senior citizens and their caretakers are under constant panic mode about the consumption of medicine in its correct measures. Now after this application it became easy for every one and both elders and the care givers can give a peaceful and stress free day</p>	<p>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 behavior. The memory issue that comes with age happens to be an issue reminding them frequently often tends to do the deed and this application reminds them via a voice note and many senior citizens might be illiterate or lost the ability to read find it easy.</p>	<p><b>1. ONLINE</b> What kind of actions do customers take online? Extract online channels from #7  Through online, the caretakers can get the location of the patient when they are outside also connecting to the server to change the medicine details.  <b>8.2 OFFLINE</b> What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. The data is also stored in the device so when they go away from the care givers they can survive easily and live a healthy</p>	