

Define CS, fit into CC	<div><div>1.CUSTOMER SEGMENT(S)<div>CS</div></div><div><div>✓</div>Elders or seniors i.e. Parents of Working children(nearly 55-70 + yrs)</div></div>	<div><div>6. CUSTOMER CONSTRAINTS<div>CC</div></div><div><div>✓</div>Limited financial constraints.<div>✓</div>Too much of work pressure.<div>✓</div>Loneliness.</div></div>	<div><div>5.AVAILABLE SOLUTIONS<div>AS</div></div><div><div>✓</div>Medicine reminder system to give notification when it times to take the medicine.<div>✓</div>Automatic Reminder system.<div>✓</div>Mobile Applications to monitor the elders when we are far away from home.</div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div></div><div><div>✓</div>Elders are not caring by their children.<div>✓</div>Elders often forgot to take medicine at proper time.<div>✓</div>Sometimes elders also forgot what medicine they have to take.<div>✓</div>They requires some caretakers or doctors for monitoring them regularly which is impossible.</div></div>	<div><div>9. PROBLEM ROOT /CAUSE<div>RC</div></div><div><div>✓</div>Due to the age factor of the elders, they often forgot to take medicine.<div>✓</div>Because of their loneliness, the elders feel uncomfortable and uneasy to take medicines.<div>✓</div>Because of their working children the elders are not caring properly.<div>✓</div>They can't able to keep caretakers because of their money problems.</div></div>	<div><div>7.BEHAVIOUR<div>BE</div></div><div><div>✓</div>Searching for an alternative solution for an existing solution.<div>✓</div>Ask Suggestions from skilled persons for monitoring them regularly.<div>✓</div>Try to provide sufficient care for elders.</div></div>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> ✓ By seeing others keeping medicine reminder systems in home they too approach for medicine reminder systems. ✓ By hearing about medical alert systems in news and trying to keep in their homes. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> ✓ For avoiding this problem, we should develop a medicine reminder system. ✓ It requires an app which can be built using MIT App Inventor used for setting the desired time and medicine. ✓ Here we are using IoT Device ,Cloudant DB, web applications and text to speech. The details which we used for setting time and medicine that data should be stored in Cloudant DB. ✓ If the medicine time arrives the web application will send the medicine to the IoT device through the IBM IoT platform. ✓ The device will receive the medicine name and notify the user with voice commands. 	8.CHANNELS of BEHAVIOUR CH
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> ✓ Health got affected more due to insufficient medication. ✓ Health recovers fastly with proper medication. 		8.1 ONLINE <ul style="list-style-type: none"> ✓ Using Online apps or any social media apps to promote medicine reminder systems and tells the importance of medicine reminder system. 8.2 OFFLINE <ul style="list-style-type: none"> ✓ Create awareness about medicine reminder system around the people in your surroundings. ✓ Do the publicity regarding medicine reminder system.

Extract online &offline CH of BE