Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Patients of any age who are admitted in the hospital.

6. CUSTOMER CONSTRAINTS

Budget, comfort, poor service, no proper management

5. AVAILABLE SOLUTIONS

Better management, Good quality of service.

Explore AS, differentiate

Focus on J&P, tan into RF, understand RC

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

- Hospitals may not know the length of stay for each patient.
- Critical situations may arise in the allocation of rooms during pandemic.

9. PROBLEM ROOT CAUSE   RC

Lack of technology, Fewer staffs to manage, Critical times like COVID.

7. BEHAVIOUR   BE

Identify the right hospital which offers better treatment and good quality of service and has proper allocation of rooms.

Focus on J&P, tan into RF, understand RC

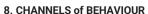## 3. TRIGGERS TR

Attracts patients to hospital if they have a hassle-free allocation of rooms when compared to other hospitals where they must worry about room cost.

4. EMOTIONS: BEFORE / AFTER EM

They feel uncomfortable if the hospital allocates a normal room due to poor management even if the patient pays a higher fee.

10. YOUR SOLUTION SL

- Assess the capacity of rooms in the hospital and the patient's strength.
- Allocate staffs accordingly.
- Create a technology which can ease the work of management.
- Make it user friendly so that the patients can access the rooms without hurdles.
- Hospital can benefit from the ease of management as they can predict LOS of each patient based on available data.

8. CHANNELS of BEHAVIOUR CH

ONLINE

People can look into online websites and check their ratings and reviews which offers good allocation of rooms.

OFFLINE

Patients will talk about the hospital to other people if they received good quality of service and the better management of rooms.