

CUSTOMER SEGMENTS <ul style="list-style-type: none"> Senior citizens who are unable to live independently and require the aid of another person. Also, people with disabilities who are in constant care of others. 	CUSTOMER LIMITATIONS <p>As the product is intended for people who find it hard to live independently, it must be easy to use, cost effective and highly efficient for their use.</p>	AVAILABLE SOLUTIONS <ul style="list-style-type: none"> Currently Reminder apps in mobile phones exist but old aged people find it to adapt to modern tech phones. Another way is to make use of stickers and labels, but there is a probability of missing it by forgetting things. 	
PROBLEMS <ul style="list-style-type: none"> The main problem to which the product addresses is the inability of senior citizens, disabled people to track medicines on time and in take it. It will also be helpful for busy office going people who often skip their medicine interval because of their tight schedules. 	PROBLEM SOLUTION-FIT AND ARCHITECTURE		EMOTIONS <p>Surely, the intended customers will be happy to receive the product that makes them independent.</p> <hr/> BEHAVIOUR <p>The intended product will surely make impact in the addressed market section and will be a hit on successful implementation.</p>
TRIGGERS <ul style="list-style-type: none"> Marketing as a aiding tool with leading pharmaceutical chains, doctors and nursing homes will help to take it to masses. Joint collaboration with corporations for marketing will be helpful in order to establish as a start-up. 	CAUSE FOR PROBLEM <ul style="list-style-type: none"> Human Beings tend to forget things easily. It's the nature of any human being to skip the medicine interval because of their busy schedule. Also, the inability of some people to remember because of redundant brain activity. 	CHANNELS <p>As a start-up P2P, P2C model will be beneficial in gaining experience in this field and also building a network, getting feedback and making corrections as per that.</p>	SOLUTION <p>Our solution is the development of easy to use, standalone hardware device that is highly efficient as well as cost effective accustoming to our customer segment.</p>