

Project Design Phase-I

Problem Solution Fit

Date	05 October 2022
Team ID	PNT2022TMID10261
Project Name	Personal Assistance for Seniors Who Are Self-Reliant

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Seniors who are forgot to take their medicines/drugs at the time.	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL Efficient/valuable cost for their intake in medicines by reminding their medicines.	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS By this applications they can be relaxed by taking their medicines/drugs at correct time and correct medicine.	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR <ul style="list-style-type: none">Elders who are suffering to identify their daily medicines, due to their carelessness.Patients who are risk to remember their medicines/drugs.	9. PROBLEM ROOT / CAUSE RC When the Elders/Patients forgot to take their medicine/drugs at the time that causes severe damage in their internal organs and their body.	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE <ul style="list-style-type: none">Before ages there are peoples who are appointed to remind them by taking medicines at the time.By forgetting their medicines they risk their life in danger.	
Focus on PR, tap into BE, understand RC	3. TRIGGERS TO ACT TR This may leads to a wrong/other intake medicine/drugs that may cause several diseases.	10. YOUR SOLUTION SL To develop an application that reminds their medicine at the time.	8. CHANNELS of BEHAVIOR CH Promoting through social media. With the help of social media entrepreneurs/influencer.	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM Before: They risk their life by taking different medicines/drugs. After: increase their confidence by reminding their medicines.		<small>OFFLINE</small> Through newspaper advertisements.	
Identify strong TR & EM				