Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S) `CS`

Who is your customer?
i.e. working parents of 0-5 y.o. kids

All the patients including child, adult and old age people.

6. CUSTOMER CONSTRAINTS `CC`

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 cost and budget aspects constraints a patient to take necessary action.

5. AVAILABLE SOLUTIONS `AS`

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? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

A portal or chat window (basically a computer program) can help in making a platform for conversation between patient and doctor to solve their concerns.

Focus on J&P, tap into BE, understand RC

Focus on J&P, tap into BE, understand RC

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

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Delayed test reports or vague reports on the diagnosis can be considered as a problem.

9. PROBLEM ROOT CAUSE `RC`

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.

Even though a patient can consult a doctor in-person and gets analysis on his conditions, it generally takes quite a lot of time and physical work.

7. BEHAVIOUR `BE`

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)

A chatbot which can interpret a lot of intents that are being provided by a patient and be able to prescribe medications based on the diagnosis. These chatbots have to be supporting 24 X 7 and should provide a quick response, irrespective of the number of patients ping the system.

Identify strong TR & EM

Identify strong TR & EM

3. TRIGGERS `TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

The ability to diagnose a disease real quick and get a quick response from the hospital.

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

It makes a patient to fell depressed and worried before and it makes him/her to feel confident and hospitalized after.

10. YOUR SOLUTION `SL`

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 behaviour.

Patients should be made aware of the solutions that are being provided to solve their issues.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Quick approach to the online portals or chatbots.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Try to reach the hospital and get clarified on their queries.