 Purpose / Vision

**Explore AS, differentiate**

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

**Deﬁne CS, ﬁt into CC**

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

**5. AVAILABLE SOLUTIONS**

**6. CUSTOMER CONSTRAINTS**

1. **CUSTOMER SEGMENT(S)**

Our customers are caretakers who take cares senior citizens(elderly people) who are self-reliant.

**CS**

**CC**

**AS**

Put a reminder note on some place it will be seen every day.

Set an alarm

It is difficult for caretakers to monitor the patients around the clock.

**7. BEHAVIOUR**

Directly related: Set the desired time and medicine.

Indirectly associated: Details will be stored in the DB. When the medicine time arrives, the customer will receive the medicine name and notify him/her by voice commands.

**9. PROBLEM ROOT CAUSE**

Customers should this to maintain good health of senior citizens.

It might avoid high risks to patients.

It is not possible for a caretaker to remember the patient’s medication.

**2. JOBS-TO-BE-DONE / PROBLEMS**

To memorize the medicine to be given to the senior citizens at the correct time during their daily routine.

**J&P**

**RC**

**BE**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**  Hearing about it by other caretakers  Online advertisements | **10. YOUR SOLUTION SL**  Build a app to caretaker which enables him to set the desired time and medicine. | 1. **CHANNELS of BEHAVIOUR CH**     1. **ONLINE**     The medicine details are stored in the DB.   * 1. **OFFLINE**   Set the medicine name and its desired time. | **Extract online & ofﬂine CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER EM**  Difficult to remember, felt bad about their carelessness, guilty, unsatisfaction->Happy about the patient’s health, satisfied. |

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