

Define CS, fit into CC

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

Identify strong TR & EM

1. CUSTOMER SEGMENT(S)

CS

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

Patients, Nurses, Hospital Resource management and  
Managing authorities of the hospital

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.

Prediction of length of stay can varies according to the severity in illness of the patients which may reduce the accuracy sometimes.

5. AVAILA

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

- anually made predictions by resource manager of the hospital which reduces error but increases the time taken by him
- Data mining and data ranking through IRT techniques which is not suitable for pandemic era

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.

Predict the length of stay of patients and allocation of hospital resources such as room allocation and bed allocation

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.

Human error and miscalculation of the length of stay and no proper allocation of hospital resources according to the human prediction

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)

Customer (patients) has to wait for their turn to get their treatment and hospital management has to make sure the most staying patients needs to be predicted using ML and DA concepts

3. TRIGGERS

R

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

Sudden outbreak of pandemic especially new wave of the same disease and emergency admission of new patients.

4. EMOTIONS: BEFORE / AFTER

M

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.

Creates a chaotic situation among the people for immediate treatment from the hospital and sets alertness about hospital admission during pandemic

10. YOUR SOLUTION

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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 inthe canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Creating a prediction analysis model with continues increase in accuracy with the help of machine learning and data analytics algorithms

8. CHANNELS of BEHAVIOUR

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ONLINE

- Regular updating of records can explore data automatically same as feeding data for data analytics.
- Web portal/web application for login and database management.

OFFLINE

- Data analytics using python IDE by preparing data different types of patients according to the pattern/categories of length of stay and feed forwarding into the prediction model

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