Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

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

HOSPITALS AND HEALTH CARE CENTRES TRYING TO MANAGE THEIR RESOURCES EFFICIENTLY

6. CUSTOMER CONSTRAINTS — CC

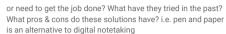What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Constraints:
- **Budget**
- **Power Consumption**
- **Meeting hardware and software requirements**
- **Maintenance and Backup**

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

Asking the patients to vacate early before getting cured was a solution which brought bad name to the hospital.. Now the information of available beds , length of stay of each patient etc.., can be determined through this solutions.

Explore AS, differential

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

2. JOBS-TO-BE-DONE / PROBLEMS

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

Classification of patients based on their level of risk.

Allocation of beds for new patients

Predicting the length of stay for each patient

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.

Root cause is that , those careless and time consuming management methods can result in loss of lives of increased of risks among patients. Patients with high risks are to be given higher priority than others.

7. BEHAVIOUR — BE

What does your customer do to address the problem and

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)

Analyse the risk of patients and determine the length of stay.

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

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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.

Getting to know that management of resources can be done efficiently with the use of technologies.

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.

Perform a predicitive analytics with the

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

Query the data needed, drawing conclusions from the available data, creating reports and acting accordingly.

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.

Customers feel very sorted.. Man power required is reduced and rooms can be allocated to patients efficiently.

given dataset and determine the length of stay of each patient.

8.2 OFFLINE

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

Immediate action towards allocation of beds .. Extra care towards high risk patients , Appointing doctors according to criticality of patients and other actions can be taken offline which lead to efficient management of clinical resources.