Problem & Solution Fit

CUSTOMER SEGMENTS
- Families living with elders.
- Youngsters with old parents.
- People who live abroad with parents living in native.
- Elders living in Old age homes.
- Elders who live independent without their family.

CUSTOMER CONSTRAINTS
- Affordably priced product
Whether it cost efficient , ie. worth of cost
  - Low power consumption
  - User friendly device
  - Long life span without need to repair

AVAILABLE SOLUTIONS
- Care taker can be assigned to give the tablets to the elders on time.
- The elders can themselves take the medicine by charting out it on wall.
- These solutions may solve the issue for short span, but in long terms the existing technology would be better solution

JOBS-TO-BE-DONE/PROBLEMS
- When the caretaker of the elders in a family is out of station temporarily or permanently, then the elders will find it difficult to take their medications on their own due to age factors like loss of memory or poor eyesight or they may have issues in what medicine they need to take on what time.
- From the caretaker point of view, they will need some break from continuously looking after them may stress up their mind a lot

PROBLEM ROOT CAUSE
- Elders tend to lose their memory in their old age due to reasons like Alzhimer's disease, so they need a constant remainder.
- Elders need assistance when care takers are not around.
- Care takers not able to provide constant personal assistance to the elderly people.

BEHAVIOUR
- The caretaker may assign an paid assists for the elders to give the medicines on time.
- They may set remainders on mobile phones or may call and remaind them to take the medicines on time.

TRIGGERS
- Hearing from fellow beings about the product and how beneficial it is.
- Reviews about the product in any websites

EMOTIONS: BEFORE/AFTER
The elders may feel less confident to be self reliant in taking their medications but after hearing about this product they could boost up their confident levels

SOLUTION
- An iot device is developed which provides assistance to the elders.
- Pill box is digitalized.
- Features like voice assistance and lcd display are added in order to make things easy for the elders.

CHANNELS OF BEHAVIOUR
- ONLINE
   Customers prefers online channels when considering the physical travel and time constraints. Online channels are accessible anytime anywhere and mode of payment could also be varied.
- OFFLINE
Customers prefer offline channels when they want to check the quality of the product and when they want to bargain for lower price.