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|--|--|--|--|--|
| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span><br>Patients who need long term stay in hospitals   | <b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span><br>1. Budget for staying in hospital<br>2. Spending money for hospital expenses<br>3. Hospital environment(some people do not feel comfortable with the hospital environment )  | <b>5. AVAILABLE SOLUTIONS</b> <span>AS</span><br>1.Choosing hospitals affordable to their budget<br>2.Making Home care treatment much available  | Explore AS, differentiate                |
|  | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span><br>Providing medical services at an affordable price as much as possible from the hospital side.<br>-  | <b>9. PROBLEM ROOT CAUSE</b> <span>RC</span><br>Urgent need of medical services in the emergency cases due to any emergency health care problems<br>In order to make the hospital rooms and beds available to the patients, we are going to predict the length of stay of each patients in the hospital in taking account of their health conditions(type of problem they are associated with) along with the age and severity of illness.<br>This gives the patients who are in emergency a accurate prediction vision of availability of hospital seats. | <b>7. BEHAVIOUR</b> <span>BE</span><br>People having the medical conditioned patients in their family have to have a clear and proper idea about the hospitals that provide better services<br>1. Searching in online about the hospitals I.e. about their services, affordable services etc., |  |
| Focus on J&P, tap into BE, understand RC | <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span><br>Before: Fear/Anxiety of death in the emergency situations(Healthcare emergencies).<br>After: No anxiety/fear/burden in the emergency cases because they already know where to go in the case of emergencies. |  |  | Focus on J&P, tap into BE, understand RC |
| Identify strong TR & EM                  |  |  |  | Identify strong TR & EM                  |