

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

1. Working adults and elderly people are the key target audiences for medication reminder applications. Adults nowadays are too preoccupied with their jobs to remember their medications, while elderly people just forget things as they get older.

CS

6. CUSTOMER CONSTRAINTS

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.

1. notify all the time
2. consume low power (mobile charge)
3. works with or without network
4. auto organized with old record
5. should be available in every android and ios devices

CC

5. AVAILABLE SOLUTIONS

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

1. Pros: Helping users find the lowest prices on their prescriptions..
2. Cons: On some devices, MediSafe notification reminders are muted when the device is in silent mode, so users must turn on the sound to receive their reminders.

AS

Explore AS, differentiate

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.

Jobs to be done:

- 1) Confirm your medications
- 2) Remind your medicine name at correct time

problems:

1. The category of elder people involve teachers, business men, housewives who have a busy schedule and have lots of opportunities to their medicine schedule.

J&P

9. PROBLEM ROOT CAUSE

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.

1. Memory loss due to ageing
2. Leaving them alone without guidance
3. Some uneducated people can't identify their medicines

RC

7. BEHAVIOUR

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)

1. Identifies the problem
2. Understand the situation
3. evaluated the timing
4. agree on customer needs
5. monitoring & evaluation

BE

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

Identify strong TR & EM

3. TRIGGERS

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

1. Through family and friends circles many old age people are struggle to take their medicine on time.

TR

4. EMOTIONS: BEFORE / AFTER

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.

1. they might get insecure when they leave their old age parents alone at home for several days or every day
2. After install the app they can be free without worrying about their homies. Our app will take care of them by reminding to intake the medicine

EM

10. YOUR SOLUTION

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.

1. medication reminder indicates the alarm on correct time and even it can send mail or message at the same time.
2. App that helps elders to remind and track their medication by convenient tools for everyone who carries a mobile phone.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

1. They search for multiple apps (whatsapp etc..) trying nearby home contacts to ask about their homes (old people) to remind them to take medicine.

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

1. They just admit homies to some nearby old age home or appoint some personal nurse or caretaker.

CH

Extract online & offline CH of BE