Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

Hospital Management who Manage all the medical datas.

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.

Budget,Shortage of Professional faculties with in–depth knowledge to handle system,No Cash,Network Connection,Shortage of health informatics professionals,computer Maintenance problem,Difficulty in training users technically.

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

The Existing solution to maintain health care data is by recording using manual records written by the handling faculty,These has disadvantages that,it cannot be retrieved easily,it takes more time to search for a specific entry as well.

Explore AS, differentiate

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

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.

Enabling software usage to compare lot of files, to include past histories, to avoid medication errors, to expand service ,to improve quality of care, to promote proper scheduling, to optimize treatment plan, to avoint appointments,room clashing, to generate timely reports by strategic planning.

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.

Patients visit the hospital anytime and their IOS is not tracked properly. Hence, the doctors and hospital managements can't predict the need of resources and staffs and other resources and Prioritize the patients.

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)

They try to identify the patterns of patients arrival and stay frequency and resources constantly by tracking the data either physically by making documents and records or store it as a data in their computer in a spreadsheet. or they seek a data analyst to help them make more data driven decisions.

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

Identify strong TR & EM

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.

Advertisements mentioning about these kind of approaches ,Looking at the well specialized multi speciality hospitals maintaining data using this method,Knowing about it in news feeds.

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.

Before using the outcome, The customers would have faced many problems writing the data manually and maintaining it. After successful implementation , a maintained health care system is established.

Stress and confused state –>Ease ,Under control
Uncertain–>Certain

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.

Visualizations are to be made to effectively use the hospital data to visualize and bring insights to help the doctors make data driven decision.

8.CHANNELS of BEHAVIOUR `CH`

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

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

Regardless of innovative actions, As the main motive is to satisfy customer(hospital management),Some sort of actions like registering the patients initially can be done online and updating it when needed can be done online but some default managing functions like allocation of beds, treatment plan details and facility availability can be done offline.

Identify strong TR & EM