

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  Our Proposed Model targets elderly people who struggle to take their medicines on time according to their prescription.	<b>6. CUSTOMER</b> <span>CC</span>  Not having knowledge of the available and upcoming solutions and models catering to this problem is one major factor inhibiting customers from accessing such software and technologies. Moreover, some of the existing solutions may cost money, making the care-takers hesitant towards purchasing it.	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span>  <u>Smart Pill Box</u> : Reminds the user via an application on which pill to take at what time. The user interface allows the user to set an alarm for the time when the pill is to be taken. <u>KarantisCare</u> : A stand-alone care management application which helps the care-takers to manage and prioritize personal care visits via familiar, intuitive mobile devices.	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span>  Elderly people are often forgetful and fail to take the right medicines at the right time. This may lead to some situations where it might be difficult to treat them effectively on time.	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span>  Most of the old age people have multiple medicines to take to overcome their illnesses. Many deaths occur due to wrong medication on wrong timing, or not taking medicine at all.	<b>7. BEHAVIOUR</b> <span>BE</span>  Gain knowledge on the existing solutions and try to learn more on the products available in this domain, to effectively make use of the current solutions. One can also try to consult with their doctor to gather advice on the medicines to be taken beforehand, enabling them to use the application as soon as possible to benefit their needs.	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span>  Friends and family who wish to look after those medically disabled will be encouraged to try this model.	<b>10. YOUR SOLUTION</b> <span>SL</span>  We aim to design an IoT based application that prompts the users to take their prescribed medicine on time using IBM Watson. Users can configure the medicine name and time through a web application. The application will notify the user using voice commands that is designed using Text-to-Speech Converter. Through this application we could regularly monitor the users along with information about medicines to be taken and we could also alert them to repeat or refill the medicines.	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> Use websites and journals to gather information on how to use such products.  <b>8.2 OFFLINE</b> Go to their nearest or frequently visited doctor for consultation.	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span>  Before: tired, ill, fear, forgetful After: content, healthy, confident			