

Problem Solution Fit

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| Customer Segment: customer is an old age people who are suffering from some health issues who don't have a personal caretaker to give prescribed medicine on time | Problems: <ul style="list-style-type: none">• Forget to take medicine• Can't remember the medicine | Triggers: Unable to give or take medicine on time and can't remember the amount of medicine |
| Before and After Emotions: They had a feeling that they are taking the medicine at the time and taking a particular medicine | Available Solution: Pill reminder | Customer Constraints: <ul style="list-style-type: none">• User friendly• Easy to maintain |
| Behaviour: Mainly most old age people looking for quick action | Problem root cause: The senior people don't have a caretaker to guide them on when to take the medicine and which medicine | Your solution: An app is built for the senior that remind the medicine time by collecting the medicine name and when to take that |