

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

CS

- Seniors who are self-reliant and their caretakers

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.

CC

- Network connection

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.

AS

- Caretakers can monitor them and can have medicine reminding timetable that they can refer.
- PROS:** Easier for the caretakers to monitor them & help them to take their medicines regularly and it is portable.
- CONS:** Needs constant internet connection and needs to store the correct medicine name and timing in the database, if in case wrongly stored or missed storing of some medicines or the timing of doses is incorrect, it can cause medical complications.

Explore AS, differentiate

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.

- Sometimes elderly people forget to take their medicine at the correct time.
- They also forget which medicine He / She should take at the particular time.
- And it is difficult for doctors/caretakers to monitor the patients around the clock.

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.

- Customers have to do it because they often forget to take the proper medicines in the proper proportion at the proper time.
- And it is difficult for doctors/caretakers to monitor them around the clock since it is not possible for them to remind them of their medicine's dosage every time.

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)

- One can use the web application and the IoT device
- The caretaker can set the medicine and time

<p>3. TRIGGERS TR</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ul style="list-style-type: none"> • Takes stress out of remembering medicine • Prevents life threatening mistakes • Easy to monitor 	<p>10. YOUR SOLUTION SL</p> <p>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.</p> <p>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.</p>	<p>8. CHANNELS of BEHAVIOUR CH</p> <p>8.1 ONLINE</p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <ul style="list-style-type: none"> • Can set the medicine and time <p>8.2 OFFLINE</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <ul style="list-style-type: none"> • Try to connect to internet
<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>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.</p> <ul style="list-style-type: none"> • Stressed > Stress relieved • Should recall the medicines > Can fail to remember the medicines • Irregular with his/her dose > Regular with his/her dose • Wrong medicine at particular time > Right medicines at particular time 		