

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><p>According to our statement senior citizen who need external support to take care them for their medical support</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>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.</p><p>The best way to use this device is learning about technology. It is easy to handle withless complexity</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>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</p><p>In the past there were some medical systems which only alert but didn't give medicine names and this does not satisfy the customer. Our device promotes life by available all time</p></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div></div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><p>This device gives the medicine name as a voice message for customers and it will show the image as the medicine which needs to be taken by the patient. If the medicine is not taken by the patient this device gives alert message to caretaker</p></div>	<div>9. PROBLEM ROOT CAUSE<div></div><p>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.</p><p>This device should be recharged and regularly checked.It fully depends on information given to itThe data needs to be updated before usage.</p></div>	<div>7. BEHAVIOUR<div></div><p>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)</p><p>The patient needs to check battery level in the device regularly. The patient needs to upload the information and life routines to the device.</p></div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p><p>If all the family members are workiing or nobody is a vailable to take eldery personthis device plays crucial role and take care byy guiding them</p></div>	<div>10. YOUR SOLUTION<div>SL</div><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. 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>It is common that elderly people forget to take medicine regularly.Since tt is busy world everyone needs to take care themselves so, it is better to use this device.</p></div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div><p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p><p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p><p>Customers can hear the voice message and so their health improves day by day.</p></div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><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><p>Before using this device the eldery person feel social isolation and in confused state.Later they bridge gap and feel comfort to live as device s take care them.</p></div>			

