ocialimpact

4.EMOTIONS:BEFORE/AFTER

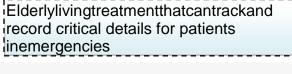
Howdocustomersfeelwhentheyfaceaproblemorajobandafterwards?

'Morefearinemergencysituation

3C	1.CUSTOMERSEGMENT(S) Whoisyourcustomer? i.e. working parentsof0-5y.o.kids	6.CUSTOMERCONSTRAINTS 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.	5.AVAILABLESOLUTIONS 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&consdot these solutions have? i.e. penand paper is an alternative to digital note taking
DefineCS, fit into CC	Elderlypeople	Onlycanusedinemergency	Whichsolutionsareavailabletothecustomerswhentheyfacetheproblem orneedtogetthejobdone?Whathavetheytriedinthepast?Whatpros&consdothesesolutionshave?i.e.penandpaperisanalternativetodigitalnotetaking Manyapplicationscanhelptomonitor the activities each and everytime
andRC	2.JOBS-TO-BE-DONE/PROBLEMS Whichjobs-to-be-	9.PROBLEMROOTCAUSE What is the real reason that this problem exists?Whatisthebackstorybehindtheneedtodothisjob?	7.BEHAVIOUR i.e. directly related: find the right solar panel installer, calculate usage and henefits: indirectly associated: customers snend free time on volunteering work (i.e. Greenneace)
onJ&P,tapintoBE,understand	Monitorthedeviceatanydifficultti me	Trackingourdailyroutinelifem onitoringforseniors	1. Remaindersofmedicalappoinmentsa Indmedication 2. Remotemonitoringofvitalsignsof patients
M. Focus	3.TRIGGERS Whattriggerscustomerstoact?i.e.seeingtheirneighbourinstallingsolarpanels,r eadingaboutamoreefficientsolutioninthenews.	10.YOURSOLUTION If you are working on an existing business, write down your current solution first, fill in the can vas and check how much if its reality. If you are working on a new business proposition, then keep it blank until you fill in the can vas and	8. CHANNELSofBEHAVIOUR 8.1 ONLINE Whatkindofactionsdocustomerstakeonline?Extractonlinechannelsfrom#7 Who can live in age-friendly !environmentsandatthesametimetakecareofth
R&EM	HopelessandTreatingpeoples	come up with a solution that fits within customer limitations, solvesaproblemandmatchescustomerbehaviour.	Who can live in age-friendly environmentsandatthesametimetakecareofth

Monitoringcropsandformvehicles

 \mathbf{EM}



eirhealthusingtechnology



line&offlineCHofBE