

Define CS, fit into CC

1. CUSTOMER SEGEMENT (S)

CS

- This is useful for all customers/users since it is health related application and it is mainly used for users who wants to travel to other district or state during pandemic time and for travellers like delivery agents, etc.

6. CUSTOMER CONSTRAINTS

CC

- Users who know well about the technology and their development can use this app more efficiently than those who don't know it. Since it is very easy to use, obviously the users who don't know about it can also use it with few try.

5. AVAILABLE SOLUTIONS

AS

- Automatic Notification for individual
- In past, they identified the number of cases that are affected by Covid-19 in a certain area
- Pros & Cons: They can easily identify the zones by using individual location tracking

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Detection and recognition of the covid affected areas
- To notify the users if they are about to enter the containment zones
- Cloud computing will give the information in the efficient manner for the users

9. PROBLEM ROOT CAUSE

RC

- Helps the user to identify the red zones which helps the user to protect himself. So it is must to ensure the individual's safety and to decrease the number of cases by alerting them to not get into the red zones which is given by the government.

7. BEHAVIOUR

BE

- Customers can send feedback to app developers in case of any junk or to improve the features of app.
- Shows precautionary measures when they enter the zone by accident.
- Shows the current cases in the area.

Focus on J&P, tap into BE, understand RC

3. TRIGGERS

IR

- Users can use this application by hearing the positive reviews from the neighbors and they will know about the efficiency and benefits of the app

4. EMOTIONS: BEFORE / AFTER

EM

- Before: user is uncertain about the containment zone and they don't know whether they are in the correct path.
- After: by using this application they come to the containment zones and they even alerted if they enter the containment zones so the user will be safe.

10. YOUR SOLUTION

SL

- The application will be created with the real time location of the user with that we can notify them if they about to enter the containment zones. We can also give the precautionary measures to safeguard themselves.
- The up-to-date information about the number of affected people, recovered people and number of death cases will help the users to know about the current situation.

8. CHANNELS OF BEHAVIOUR

CH

- Online: Customers can access the updated containment zones through online.
- They can also see the current cases and deaths.
- Offline: users information are stored locally.

Identify Strong IR & EM

Identify Strong IR & EM