Define CS, fit into CC				Explore AS, differential
	CUSTOMER SEGMENT(S) Elderly People who are self reliant.	**CUSTOMER CONSTRAINTS** • Network availability • Not preferred for patients with hearing impairment.	**AVAILABLE SOLUTIONS** The prevailing solutions provides notifications.	

Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC
	JOBS-TO-BE-DONE / PROBLEMS The senior citizens tend to forget taking their medicines on time.	**PROBLEM ROOT CAUSE** Less memory power of elders and less care towards the elders in the busy world.	**BEHAVIOUR** The notifications are sent at correct timings and at regular intervals.	

| | **TRIGGERS**

The senior citizens find it difficult to take their medicines and it is also difficult for the caretakers to keep track of the medicines. | **YOUR SOLUTION**

Designing web application and IoT device which receives command from the web app and gives voice note as notifications. | **CHANNELS of BEHAVIOUR**
The data is stored in the cloud so it is required that the device should always be connected to the internet. | |

EMOTIONS: BEFORE / AFTER

- **Before:** Elders are worried that they might forget about their medicines which leads to stress.

- **After:** They will be stress free and often reminded about their medicines.