

1. CUSTOMER SEGMENT(S)

Who is your customer?

According to our problem statement, senior citizens who need external support to take care of them for their medications

CS**6. CUSTOMER CONSTRAINTS**

What constraints prevent your customers from taking action or limit their choices of solutions?

The best way to use this device is about learning the benefits of the technology. It is easy to handle with less complexity.

CC**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

In past some alerting systems, medicine Remainder were there which gives only the alarm but didn't give any information about the medicine name and other details, and these systems does not satisfies the customers. Our device promotes their life style by being available all the time with a helping hand.

AS**2. JOBS-TO-BE-DONE / PROBLEMS**

Which jobs-to-be-done (or problems) do you address for your customers?

This device gives medicine name as voice message for the customer. And it will show the name and image of the medicine which is to be taken by the patient. If the medicine is not taken by the patient this device will give a alert message to the caretaker

J&P**9. PROBLEM ROOT CAUSE**

What is the real reason that this problem exists? What is the back story behind the need to do this job?

The device needs to be recharged regularly and checked. The data in the device should be updated before usage. It fully depends on the information given to it.

RC**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

The patient need to update the information about their medication, life routines to the device and also should check for the battery level in the device regularly.

BE**3. TRIGGERS**

What triggers customers to act? i.e seeing their neighbour installing

For example, if all the family members are working or when nobody is available to take care of the elderly person of the family this device plays its role it helps to take care by guiding them.

TR**10. YOUR SOLUTION**

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,

It is common that elder people can easily forgot to take their medicine regularly. And Alzheimer's patient can get confused about their medications. Since it is a busy world everyone has to take care of their life, it is better to use a reminding device to lead their life without any help of an external person

SL**8. CHANNELS of BEHAVIOUR****8.1 ONLINE**

What kind of actions do customers take online? Extract online channels from #7

Through online, caretaker monitors the patient's activities

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7

Customer can hear the voice message and can take his/her tablet so that their health condition can be improved

CH**4. EMOTIONS: BEFORE / AFTER**

How do customers feel when they face a problem or a job and afterwards?

Before using this device patient feel loneliness, stress, social isolation and can be in confused state. Later they bridge the gap and feel comfort and confident to live their life has the device can take care them

EM