

## Project Design Phase-I

### Problem Solution fit

Date	24 September 2022
Team ID	PNT2022TMID42300
Project Name	Personal Assistance for Seniors Who Are Self-Reliant
Maximum Marks	4 Marks

### Problem Solution fit Statement:

*Some people find it difficult to learn new apps in this ever-expanding digital environment, and people nowadays tend to forget things more easily, such as taking their prescriptions. People need a way to remember to take their prescriptions without having to learn how to use sophisticated programs.*

### Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <span style="float: right;">CS</span>	6. CUSTOMER CONSTRAINTS <span style="float: right;">CC</span>	5. AVAILABLE SOLUTIONS <span style="float: right;">AS</span>	Explore AS, differentiate
	<p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <p>Citizens who are more than 50 years of age Many of the people will have physical impairments (loss of hearing, eyesight or mobility) or dementia or Alzheimer's and need an increasing amount of care.</p>	<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>No cash Network connection Accessibility</p>	<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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</p> <p><b>PROS</b> Assurance for privacy Timely indication Avoid frequent checkup</p> <p><b>CONS</b> Physical limitations Bug issues in software Dependency on technology</p>	
Focus on J&P, fit into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <span style="float: right;">J&amp;P</span>	9. PROBLEM ROOT CAUSE <span style="float: right;">RC</span>	7. BEHAVIOUR <span style="float: right;">BE</span>	Focus on J&P, fit into BE, understand RC
	<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>Elder peoples have less conscious on medicine timings and stressed about their routine in taking medicines</p>	<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>1) Proper and precise medication 2) Prevent life threatening mistakes</p>	<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 benefit; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)</p> <p>Aged people visits a doctor in case of emergency situations. He may suggest a qualified engineer to purchase this product</p>	
Identify strong TR & EM	3. TRIGGERS <span style="float: right;">TR</span>	10. YOUR SOLUTION <span style="float: right;">SL</span>	8. CHANNELS of BEHAVIOUR <span style="float: right;">CH</span>	
	<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>This product reduces pharmacist guidance, giving right dosage at right time and a worthwhile product</p>			
4. EMOTIONS: BEFORE / AFTER <span style="float: right;">EM</span>				
<p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.</p> <p>Need medical management &gt; Ease to access and timely medication</p>				