CC

1. CUSTOMER SEGMENT(S)

Who is your customer? Elderly People Health issue people **6. CUSTOMER CONSTRAINTS** 

Easy communication Portable device Low Cost 5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

Smart pill box with mobile application

**Explore AS, differentiate** 

2. JOBS-TO-BE-DONE
Difficult for them to take which pill at correct time.

J&P

CS

9. PROBLEM ROOT Pills have taken such an important role in daytoday life. RC

7. BEHAVIOUR

BE

Advertising our app through online and offline

ıs on J&P, tap in

