Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Customer is an old man or woman who is suffering from some health issues who doesn't have a personal care taker to give prescribed medicine on time.

6. CUSTOMER CONSTRAINTS — CC

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.

The customer is unaware of the prescription due to lack of knowledge to read a particular prescription. He/ She is forgetting to take medicine on time before and after food because no care taker to remind.

5. AVAILABLE SOLUTIONS — AS

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 these solutions have? i.e. pen and paper is an alternative to digital notetaking

If the medicine time arrives the web application will send the medicine name to the IOT device. The device will receive the medicine name and notify the user with voice commands.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

- Forgot to take medicine
- The person will be notified to take medicine in a right time using alert messages

9. PROBLEM ROOT CAUSE — RC

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.

The seniors don't have care taker to guide them to take medicine according to the prescription because care taker lead their own life with their busy schedules so there is need of additional source.

7. BEHAVIOUR — BE

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 benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

The seniors directly seek for help to allot a person or any other devices which is based on reminding the seniors about the medicines which should be taken and monitor around the clock.

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

Identify strong TR & EM

3. TRIGGERS — TR

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

Promote the usage of app through advertisements seniors with learning disabilities may also triggers the usage of app.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Feeling taking correct medicines at correct time. After the usage of apathy feel healthy.

10. YOUR SOLUTION — SL

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, solves a problem and matches customer behaviour.

An app is build for the user which enables him/her to set the desired time and medicine name to the IOT device. The device will receive the medicine name and notify the user with voice commands.

8. CHANNELS of BEHAVIOUR — CH

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

Upload details about medicine and get alert messages on correct time.

OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Setting alarm at the correct time.

Identify strong TR & EM