

Project Design Phase-I

Problem Solution Fit

Date	17 OCTOBER 2022
Team ID	PNT2022TMID03493
Project Name	Personal Assistance for Seniors Who Are Self-Reliant

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Who is your customer? Seniors who forget to take their medicines/drugs at the time.	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> What limits your customers to act when problem occurs? Efficient/valuable cost for their intake in medicines by reminding their medicines.	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> Which solutions are available to the customer when he/she is facing By this applications they can be relaxed by taking their medicines/drugs at correct time and correct medicine .	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> Which problem do you solve for your customer? Elders who are suffering to identify their daily medicines, due to their carelessness. Patients who are risk to remember their medicines/drugs.	9. PROBLEM ROOT / CAUSE RC What is the root of every problem from the list? When the Elders/Patients forgot to take their medicine/drugs at the time that causes severe damage in their internal organs and their body.	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> What does the customer do with the problem? How often does he/she do it? Before ages there are peoples who are appointed to remind them by taking medicines at the time. By forgetting their medicines they risk their life in danger.	
Identify strong TR & EM	3. TRIGGERS TO ACT TR What triggers customer to act? This may leads to a wrong/other intake medicine/drugs that may cause several diseases.	10. YOUR SOLUTION SL If you are working on existing business - write down existing solution first, fill in the gaps. To develop an application that reminds their medicine at the time. If you are working on new business - think of a solution, 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 .	8. CHANNELS of BEHAVIOR CH ONLINE Promoting through social media. With the help of social media entrepreneurs/influencer.	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Which emotions do people feel before/after this problem is solved? Before: They risk their life by taking different medicines/drugs. After: increase their confidence by reminding their medicines.		OFFLINE Extract channels from Behavior block and use for customer development: Through newspaper advertisements.	