

## PROJECT DESIGN PHASE – 1

### Problem Solution Fit

<b>Team ID</b>	PNT2022TMID31307
<b>Project Title</b>	Personal Assistance for seniors who are self-reliant

**Team Leader:** BRINTHA D

**Team member 1:** KEERTHANA T

**Team member 2:** CINEHAA M

**Team member 3:** MAHESWARI J

Define CS, fit into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Seniors who are forgot to take their medicines/drugs at the time.	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span>CL</span> Efficient/valuable cost for their intake in medicines by reminding their medicines.	<b>5. AVAILABLE SOLUTIONS</b> <small>PLUSES &amp; MINUSES</small> <span>AS</span> By this applications they can be relaxed by taking their medicines/drugs at correct time and correct medicine.	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <small>ITS FREQUENCY</small> <span>PR</span> <ul style="list-style-type: none"> <li>Elders who are suffering to identify their daily medicines, due to their carelessness.</li> <li>Patients who are risk to remember their medicines/drugs.</li> </ul>	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> When the Elders/Patients forgot to take their medicine/drugs at the time that causes severe damage in their internal organs and their body.	<b>7. BEHAVIOR</b> <small>ITS INTENSITY</small> <span>BE</span> <ul style="list-style-type: none"> <li>Before ages there are peoples who are appointed to remind them by taking medicines at the time.</li> <li>By forgetting their medicines they risk their life in danger.</li> </ul>	
Focus on PR, tap into BE, understand RC	<b>3. TRIGGERS TO ACT</b> <span>TR</span> This may leads to a wrong/other intake medicine/drugs that may cause several diseases.	<b>10. YOUR SOLUTION</b> <span>SL</span> To develop an application that reminds their medicine at the time.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> Promoting through social media. With the help of social media entrepreneurs/influencer.	Extract online & offline CH of BE
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span> <b>Before:</b> They risk their life by taking different medicines/drugs. <b>After:</b> increase their confidence by reminding their medicines.		<b>OFFLINE</b> Through newspaper advertisements.	
Identify strong TR & EM				