

Project Design

Phase-I Problem

Solution fit

Date	09 NOVEMBER 2022
Team ID	PNT2022TMID39145
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) CS Who is your customer? i.e. working parents of 0-5 y.o. kids 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.	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 No cash Network connection Accessibility	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 PROS Assurance for privacy Timely indication Avoid frequent checkup CONS Physical limitations Bug issues in software Dependency on technology	Explore AS, differentiate
	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. Elder peoples have less conscious on medicine timings and stressed about their routine in taking medicines	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 1) Proper and precise medication 2) Prevent life threatening mistakes	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) Aged people visits a doctor in case of emergency situations. He may suggest a qualified engineer to purchase this product	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. This product reduces pharmacist guidance, giving right dosage at right time and a worthwhile product	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. To help senior citizens by developing a software and implementing it in a hardware device which contains all the medical records and gives notification at the right time	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. ONLINE Help support Medical emergency Storage of reports in cloud OFFLINE Immediate medical response Proper and precise medication	Identify strong TR & EM
	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. Need medical management > Ease to access and timely medication			