Project Design Phase-I Problem Solution fit

Explore 1. CUSTOMER SEGMENT(S) 6. CUSTOMER CONSTRAINTS 5. AVAILABLE SOLUTIONS MER SEGMEN I (5) The people who are in the affected area are the Gives us the exact location and the details about the vaccine wherever the government provides. Spending power, budget, no cash, network connection, available devices are the constraints which prevent our customers from taking action or limit their choices. Gives us the exact location of the available food source. AS, differen RC 9. PROBLEM ROOT CAUSE 7. BEHAVIOUR BE 2. JOBS-TO-BE-DONE / PROBLEMS Find the right application calculate usage Finding infected locations and The real reason that this and benefits; indirectly associated: customers spend free providing foods are some of the jobs to be done. problem exists because of time on volunteering work. unawarness of the spread of virus.

3. TRIGGERS

Seeing their neighbour installing containment zone app, knowing about a more efficient solution in the application.



10. YOUR SOLUTION

Hand hygiene, personal protective equipment, respiratory hygiene, six feet physical distancing these are some of the awareness that can be used by people by using containment zone alerting application.



8. CHANNELS of BEHAVIOUR



8.1 ONLINE

Testing of all cases as per testing guidelines through online.

8.2 OFFLINE

Active surveillance, which is house to house search to identify suspect cases.







| 4. EMOTIONS: BEFORE / AFTER They feel more embaressed when they doesnot knowing about the containment zone before using this app. They feel more confident about their moves after using this app. | |
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