

PROJECT:Analytics for Hospitals and Health care Data

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids customer segmentation is the process of dividing customer into groups based on common characteristics so companies can market to each group effectively and appropriately. In business ti business marketing a company might segment customers according to a wide range of factors including industry.number of employees.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>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. Scope:it refers to not only what the project includes but also what excluded. Cost:Cost is the simply the amount of money that can be invested in particular activity to achieve desired outcome. Time:time is another jey element start no earlier than and finish no later than. Quality:the quality focuses on the characteristics of deliverable or product the quality depends on how closely it matches to outcome. Customer satisfaction:when thinking about customer</div></div>	<div>5. AVAILABLE SOLUTIONS<div>Which solutions are available to the customers when thev face the problem  or need to get the job done? What have they tried in the past? What pros &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking Identify the problem Diagonis and analysis of plan Searching for alternative Evaluation of alternatives Selection of alternatives Implementation and follow ups</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for Makind selection Product planning Product develop,ent  Buying procesyour customers? There could be more than one; explore different sides.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>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. Problem solving enables us to identify and exploit oppurtunities in the environment and exert contro over the future.Problem solving skills and problem solving process are critrical part of daily life bothj as individual and organizations.</div></div>	<div>7. BEHAVIOUR<div>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 Listen carefully to what the customer says. Ask the questions in caring and concerned manner Put yourselves in their shoes Apologize without blaming Ask custo,mers "What would be acceptable" Solve the problem or find some one who can solve it quickly</div></div>	
Focus on J&P, tap into BE, understand RC	<div>3.1.1. What triggers customers to seek the solution? (e.g., reading about a more efficient solution in the news, a friend's recommendation, a problem that arises, a need that usually converts into a sense of purpose and urgency in their buying process.)</div>	<div>3.1.2. If you are working on an existing business, write down your current solution. 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. Name the purpose of the business. Customer and valur propotions.</div>	<div>3.1.3. What kind of actions do customers take online? Extract online channels from #7 They will seek the discount. Some of them are wandering customers. Some may be impulsr buyier Need based shoppers are more Loyal customers.</div>	Focus on J&P, tap into BE, understand RC

<div data-bbox="152 65 454 89" data-label="Section-Header"><p>4. EMOTIONS: BEFORE / AFTER</p></div> <div data-bbox="721 60 761 89" data-label="Image"></div> <div data-bbox="152 97 792 197" data-label="Text"><p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design Those customers might call asking for replacement, refunds. When a customer calls with a poor product quality complaints its important to ask customer questions about the product and identify the major issues.</p></div>	<div data-bbox="826 44 1117 127" data-label="Text"><p>Channels and customer relationship Key resources, key activities and key partners Cost structure revenue scheme Linking the boxes + tidying up</p></div>	<div data-bbox="1498 87 1588 103" data-label="Section-Header"><p>8.2 OFFLINE</p></div> <div data-bbox="1498 111 2047 173" data-label="Text"><p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development Sales person is present to answer the question to the customer immediately. t.</p></div>
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