

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><p>Who is your customer?</p><p>A people who was infected or need medical help is our customer.</p></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</div><p>What constraints prevent your customers from taking action or limit their choices of solutions?</p><p>Spending time in waiting, fear of bill, availability of doctors or not.</p></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><p>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 &amp; cons do these solutions have?</p><p>Pre-appointed schedule for both patient and doctor, Appointing their comfortable doctor with their profile and fee structure.</p></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&amp;P</div><p>Which jobs-to-be-done (or problems) do you address for your customers?</p><p>Open to all, to book their appointment using website.</p></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><p>What is the real reason that this problem exists?</p><p>What is the back story behind the need to do this job?</p><p>Not having friendly conversation and care with patient. Waiting time for doctor gets patient antagonize.</p><p>Reason: Receptionist may handle upto limited number of patients in a day but a machine don't have that limitation. So patient can register their appointment through the respective website.</p></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><p>What does your customer do to address the problem and get the job done?</p><p>Updating them that, Your appointment has x- time left, because the remainder through mails or texting.</p></div>	Focus on J&P, tap into BE, understand RC

IDENTIFY STRONG TRENDS & EM	<div><div>3. TRIGGERS</div><div>TR</div><div>What triggers customers to act?</div><div>Fear of fitness.</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>A Patient needs a way to analyze and choose a Doctor by their profile because of their experience and comfort.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>Instead of interacting with a doctor in physical mode, Patient can consult the doctor in online mode in an emergency situation.</div></div><div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div><div>In Spite of consulting the doctor in online mode, a patient can interact with the doctor would be more adequate.</div></div></div>
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>How do customers feel when they face a problem or a job and afterwards?</div><div>Before: Patients feel hereafter they don't need to continue, lose faith, Feel insecure.</div><div>After: Patients were satisfied by selecting their desired doctor and got well by quality treatment.</div></div>		