Problem-Solution fit canvas 2.0

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`
Who is your customer?
i.e. working parents of 0-5 y.o. kids

1)Here the customers are the elder people who needs to take medicine regularly at correct time.

2)Patients who can't be monitored 24X7 by doctors.

3)Visually challenged people who are self-reliant.

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.

1)Due to lack of internet.

2)It should be present near to them.

3)Knowing the process of using the applications.

4)Registered user can use the application.

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

1)If customers forgot to take medicine, medicare application helps them to take medicine at right time.

2)Alert the customer by notification by SMS alarm.

3)Make the registered users remind their medicines through voice commands of medicine names.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

1)Remembrance of the medicine to be consumed through voice.

2)Message sent on regarding intake of medicines to the closest persons.

3)Alert the patient about the low amount of medicine.

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)Doctors cannot monitor the patients all the time.

2)Visually impaired persons need an assistance.

3)Elder people(self-reliant) who need care to be taken.

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)

1)The customer can use 'help' option in the application to get the problem solved.

2)The user can use user guide available in the 'about' section for reference.

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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.

1)The customers are introduced with this by the doctors.

2)By seeing ads on the internet.

4. EMOTIONS: BEFORE / AFTER `EM`
BEFORE: Customers forgot to take at right time which affect their health.
AFTER: Now after using medicare applications customers are taking their medicines properly at correct time.

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.

Notifying of medicines names through audio and message with the help of data fed from the mobile application which is initiated by web application which stores the user details.

8. CHANNELS of BEHAVIOUR `CH`
8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

ONLINE:
Customers can set reminder about their medicines in online mode.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

OFFLINE:
Customers get notification alert to take medicine on proper time in offline mode.

Extract online & offline CH of BE

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