

## Project Design Phase-I Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID54420
Project Name	Project – PERSONAL ASSISTANCE FOR SENIOR WHO ARE SELF-RELIANT
Maximum Marks	2 Marks

**Problem-Solution fit canvas 2.0**

Purpose / Vision    PNT2022TMID54420 : PERSONAL ASSISTANCE FOR SENIOR WHO ARE SELF RELIANT

<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Define CS, fit into CC</div> <div> <b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CS</span> <p style="font-size: 0.8em; margin-top: 5px;">Who is your customer? i.e. working parents of 0-5 y.o. kids</p> <ol style="list-style-type: none"> <li>1. Senior people who are aged above 50 years.</li> <li>2. Physically disabled people.</li> <li>3. People with specific disease (Eg: Alzheimer)</li> </ol> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Explore AS, differentiate</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on J&amp;P, tap into BE, understand RC</div> <div> <b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CC</span> <p style="font-size: 0.8em; margin-top: 5px;">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.</p> <ol style="list-style-type: none"> <li>1. Budget.</li> <li>2. Incomprehensible for some people.</li> <li>3. Difficulty in understanding how to use the app.</li> <li>4. Internet limitations and max range for device operation.</li> </ol> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Focus on BE, tap into BE, understand RC</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Focus on BE, tap into BE, understand RC</div> <div> <b>5. AVAILABLE SOLUTIONS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">AS</span> <p style="font-size: 0.8em; margin-top: 5px;">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? i.e. pen and paper is an alternative to digital notetaking</p> <ol style="list-style-type: none"> <li>1. no description on medicine.</li> <li>2. Only message facility.</li> <li>3. In case of emergency, no alert will be given to doctors.</li> <li>4. Message notification even if phone is in do not disturb mode.</li> <li>5. Timely alert and notification about regular intervals in which medicine should be taken.</li> </ol> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Focus on BE, tap into BE, understand RC</div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">J&amp;P</span> <p style="font-size: 0.8em; margin-top: 5px;">Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p> <ol style="list-style-type: none"> <li>1. Medicine reminder with detailed description.</li> <li>2. Message and Voice alert.</li> <li>3. Customizing preferred language.</li> <li>4. Notification on medicine restocking.</li> <li>5. Alert message to doctor/health care in case of emergency.</li> </ol> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>9. PROBLEM ROOT CAUSE</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">RC</span> <p style="font-size: 0.8em; margin-top: 5px;">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.</p> <ol style="list-style-type: none"> <li>1. Doctors/ Care takers cannot be available 24/7.</li> <li>2. People who want to be self- reliant.</li> <li>3. People who depend on others for Monitoring their medicine intake.</li> <li>4. People who are away from their family / staying alone.</li> </ol> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>7. BEHAVIOUR</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">BE</span> <p style="font-size: 0.8em; margin-top: 5px;">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)</p> <ol style="list-style-type: none"> <li>1. Chat bot facility.</li> <li>2. Customizable app according to their needs.</li> <li>3. Access to both patient and doctors and enabling proper communication on medicine update.</li> </ol> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>3. TRIGGERS</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">TR</span> <p style="font-size: 0.8em; margin-top: 5px;">What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <ol style="list-style-type: none"> <li>1. Low cost, user friendly and customizable app.</li> <li>2. Conducting awareness program.</li> <li>3. Advanced alert system and no specific knowledge required.</li> </ol> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>10. YOUR SOLUTION</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">SL</span> <p style="font-size: 0.8em; margin-top: 5px;">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.</p> <ol style="list-style-type: none"> <li>1. Complete guide for monitoring all health concerns</li> <li>2. Patient and doctor communication forum.</li> <li>3. Medicine restocking notification.</li> </ol> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg); font-weight: bold; font-size: 0.8em;">Identify strong TR &amp; EM</div> <div> <b>8. CHANNELS OF BEHAVIOUR</b> <span style="float: right; background-color: #f08080; padding: 2px 5px; font-weight: bold;">CH</span> <p style="font-size: 0.8em; margin-top: 5px;">8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</p> <ol style="list-style-type: none"> <li>1. Chat bot facility.</li> <li>2. Doctor patient cloud access.</li> </ol> <p style="font-size: 0.8em; margin-top: 5px;">8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <ol style="list-style-type: none"> <li>1. Medicine restocking.</li> <li>2. Alert messages and medicine intake notifications.</li> </ol> </div> <div style="writing-mode: vertical-rl; font-weight: bold; font-size: 0.8em;">Extract online &amp; offline CH of BE</div> </div>