

PROJECT DESIGN PHASE 1

PROPOSED SOLUTION TEMPLATE

DATE	28 OCTOBER 2022
PROJECT NAME	PERSONAL ASSISTANCE FOR SENIORS WHO ARE SELF RELIENT
MAXIMUM MARKS	2 MARKS

S.NO	Parameter	Description
1.	Problem Statement	Changing any habit is one of the hardest things you can do in your life. Changing your mind to generate the thoughts necessary for you to maintain internal validation and contentment is tremendously difficult. It takes more than a heroic effort, it takes the right strategy.
2.	Idea/Solution Description	Variety that creates newer sets of knowledge and values that keeps the human species evolving mentally. Yet since we were born, we have constantly bombarded with the idea that to be happy we need bigger houses, nicer cars, being more popular, and on and on. These ideas are all dependent on external things!
3.	Novelty/Uniqueness	Actually build our own shackles in our adult lives. Instead of facing reality and learning to grow in order to adapt to it, we create an alternate persona and an alternate world to fit to our dependent mindsets. Whenever we are faced with the facts of reality in the main tent, those automatic forces create anxiety, causing us to run back to our side show.

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4.	Social Impact/Customer Satisfaction	Society and culture taught us to stay dependent so that they can exploit us as consumers. This is not a conscious conspiracy. It's simply the way society is structured to grow, with as many worker bees as possible, no matter the cost of one person.
	Business Model	As the industry changes, you find yourself wondering if your current business model is still the best one. You're starting to think about how you can improve your senior living business to make it more profitable and successful.
6.	Scalability of the Solution	Self-reliant is the utter refusal to depend on anybody but yourself to provide all the happiness and means of living you ever needed. Self-reliance seeks to create value and share it with others. It is the true self, seeking to express its deepest desires and values by righteous initiative and actions.