

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> • Person With Identical Needs • Person With Chronic Condition • Person With Multiple Illness • Tertiary Care Patient 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> • Convincing Consumers There's Choice • Inaccessibility • Lagging Behind in Consumer Technology 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> • Effective Communication to Patients • Grievance Redressal Mechanism. • Nurses To focus on Clinical Care 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> • People for testing and treatment of coronavirus • Overflowing waiting room • Beds crowded in intensive care units • Lack of oxygen cylinders during covid • Restricted travel for staffs 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> • Government mandates. • Patient safety and quality care. • Staffing concerns. • Patient satisfaction. • Doctor-related issues. • Population health management 	7. BEHAVIOUR BE <ul style="list-style-type: none"> • Arrangements in schools and colleges for the patient who had covid to avoid spreading • Giving Essential resources for the patients • Organizing Vaccination camp 	Focus on J&P, tap into BE, understand RC

	3. TRIGGERS TR <ul style="list-style-type: none"> • Care of the dying is urgent care • Diagnosis of life-limiting conditions 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> • Orientation Training • Camp for vaccination and providing free consultation for awareness • Developing application for information • Creating blood bank app for immediate blood requirements 	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> • Strategic Decision • Physical Advocacy • Paid Advertising • Customer Services 	
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