Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer
Our customer one who are self reliant and not to depend on any other person to remind him to take medicines.

6. CUSTOMER CONSTRAINTS CC

What constraints prevent your customers from taking action or limit their choices of solutions?
* Dependency on other person
* Awarness of the medicine
* Track the patient health

5. AVAILABLE SOLUTIONS AS

Which solutions are available to the customers when they face the problem
Dependency on other person
Hiring a personal caretaker
Usage of sticky notes

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?
*Reminder to take medicines on time
*Track the dosage of medicines used
*Maintain the database for medical clarity
*Make our customers self-reliant

9. PROBLEM ROOT CAUSE RC

What is the real reason that this problem exists?
Our customers find it difficult to learn new apps in this ever-expanding digital environment, and people nowadaystend to forget things more easily, such as taking their prescriptions

7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?
Create a basic, easy-to-use app so that users don't forgettheir medicine schedules, can easily discover pharmacies and clinics near them

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

Identify strong TR & EM

3. TRIGGERS TR

What triggers customers to act?
seeing the delivery of medical products and curiousity of digital environment

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?
Before they felt unconvience to rely on others and worried about their health After they felt comfortable and self reliant

10. YOUR SOLUTION SL

Create a basic, easy-to-use app so that users don't forget their medicine schedules, can easily discover pharmacies and clinics near them, and can be directed through the app by their loved ones if necessary.As the model is integrated with cloud software, we can update the user experience withoutreinstalling a model and the persona can keep a remainder up to year

8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online?
Order medicine online
consult doctor online for prescriptions
monitor the usage of medicine

8.2 OFFLINE
What kind of actions do customers take offline
They do get daily reminder like alarm to make medicine on time for i.e say like alarm in the notifications they get notified on regular intervals to take medicines on time

Extract online & offline CH of BE

AMALTAMA