

Define CS, fit into CC	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <ul style="list-style-type: none"> <li>Majority of patient forget to take medicine as it is prescribed</li> <li>Its difficult for task for the physician is to attempt to open the eyes of patients to take</li> </ul>	<p><b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <ul style="list-style-type: none"> <li>Pdf reports of your health and progress</li> <li>Doctors visit planner to keep track of appointments</li> </ul>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <ul style="list-style-type: none"> <li>The ability to track information such as your weight and glucose levels</li> <li>A journal to record your thoughts and symptoms</li> </ul>	Explore AS, differentiate
	Focus on J&P, tap into BE, understand RC	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>—</span></p> <ul style="list-style-type: none"> <li>Daily health dairy to log your health history</li> <li>Points and rewards when remembering to</li> </ul>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <ul style="list-style-type: none"> <li>Used to analyze serious adverse event</li> <li>goal of RC is to identify any underlying problems in process</li> </ul>	

<p><b>3. TRIGGERS</b> <span>TR</span></p> <ul style="list-style-type: none"> <li>• Trigger helps to people to integrate healthy behaviour by using technology in a very simple way</li> </ul>	<p><b>10. YOUR SOLUTION</b></p> <ul style="list-style-type: none"> <li>• Build a morning or bedtime routine</li> <li>• Set up timed reminder</li> <li>• Wear a trendy reminder device</li> <li>• Take meds with your meals</li> </ul>	<p><b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span></p> <p><b>8.1 ONLINE</b></p> <ul style="list-style-type: none"> <li>• All the reminders notification were very soft &amp; can be swiped easily</li> <li>• Sometimes reminders are just unnecessarily complicated and tiresome</li> </ul> <p><b>8.2 OFFLINE</b></p> <ul style="list-style-type: none"> <li>• make voice assistants remind you more</li> <li>• making reminder more responsive to device</li> </ul>
<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <ul style="list-style-type: none"> <li>• Physician can gauge the extent to which the patient is willing to discuss emotional distress</li> <li>• Such relationships do occur in primary care</li> <li>• Some physicians and patients to deal with mental disorders</li> </ul>		