Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

Who is your customer?
i.e. working parents of 0-5
years of kids

Citizens who are more than 60 years above

6. CUSTOMER CONSTRAINTS   C

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.

Low accessibility to solutions Institutions to support idea maintenance of system.

5. AVAILABLE SOLUTIONS   AS

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 & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

PROS:
Assurance for privacy,Timely indication,Avoid frequent checkup
CONS:
Physical limitation,bug issues in software.dependency on technology

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Elder peoples have less conscious on medicine times and stressed about their routine in taking medicines.

9. PROBLEM ROOT CAUSE   RC

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.

1) Proper and presice medication
2) Prevent life threatening mistakes

7. BEHAVIOUR   BE

What does your customer do to address the problem and get the

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)

Aged people visits a doctor in case of emergency situations, they suggest a qualified engineer to purchase this product

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

3. TRIGGERS   TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

This product reduces pharmacist guidance, giving right dosage at right time and a worthwhile product

10. YOUR SOLUTION   SL

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.

To help senior citizens by developing a software and implementing it in a hardware device which contains all the medical records and gives notification at the right
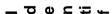
8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development

4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Need medical management > Easy to access and timely medication

time.

ONLINE:
Help support
Medical emenrgency
Storage of reports in cloud
OFFLINE:
Immediate medical response
Proper and precise medication