

Project Design Phase-I

Problem – Solution Fit

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|---------------|------------------------------------------------------|
| Date | 1 October 2022 |
| Team ID | PNT2022TMID43727 |
| Project Name | PERSONAL ASSISTANCE FOR SENIORS WHO ARE SELF RELIANT |
| Maximum Marks | 2 Marks |

Problem-Solution Fit canvas

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|-----------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|
| Define CS, fit into CL | 1. CUSTOMER SEGMENT(S) CS | 6. CUSTOMER LIMITATIONS CL | 5. AVAILABLE SOLUTIONS AS | Explore AS, differentiate |
| | SENIOR CITIZENS are our customers | # Budget # Lack of awarness about the product # No proper guidance for elders to buy the product | <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; text-align: center;"> PLUSES # The consumer can get their health updates from their places # The user will be Continuously monitored </td> <td style="width: 50%; text-align: center;"> MINUS # When the product get damaged the whole setup will stop until it rectified </td> </tr> </table> | |
| PLUSES # The consumer can get their health updates from their places # The user will be Continuously monitored | MINUS # When the product get damaged the whole setup will stop until it rectified | | | |
| Focus on PR, tap into BE, understand RC | 2. PROBLEMS / PAINS PR | 9. PROBLEM ROOT / CAUSE RC | 7. BEHAVIOR BE | Focus on PR, tap into BE, understand RC |
| | # Seniors forget to take medicine on time # Seniors are not monitored by their caretakers during their travel time | # Due to age factor, seniors forget to take medicine which can even take them to critical stage # Lack of monitoring leads to accidents which even causes death | DIRECTLY RELATED Intake of pills and monitoring health conditions regularly using medical remainder and home automation system INDIRECTLY RELATED The product is not only used for medical purpose instead it is also used for all other regular activities | |
| Focus on PR, tap into BE, understand RC | 3. TRIGGERS TO ACT TR | 10. YOUR SOLUTION SL | 8. CHANNELS of BEHAVIOR CH | Extract online & offline CH of BE |
| | 4. EMOTIONS EM <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; text-align: center;"> THEN # Dependent # More depression # Less security </td> <td style="width: 50%; text-align: center;"> NOW # Independent # Less depression # More security </td> </tr> </table> | | THEN # Dependent # More depression # Less security | |
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