

Project Design Phase-I

Problem Solution Fit

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Team ID	PNT2022TMID36677
Project Name	Personal Assistance for Seniors Who Are Self-Reliant

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS Who is your customer? Seniors who are forgot to take their medicines/drugs at the time.	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> What limits your customers to act when problem occurs? Efficient/valuable cost for their intake in medicines by reminding their medicines.	5. AVAILABLE SOLUTIONS AS <small>PLUSES & MINUSES</small> Which solutions are available to the customer when he/she is facing the problem? By this applications they can be relaxed by taking their medicines/drugs at correct time and correct medicine.	Explore AS, differentiate
	2. PROBLEMS / PAINS + ITS FREQUENCY PR Which problem do you solve for your customer? There could be more than one, explore different sides eg. existing solutions fine, some issues are not considered a good investment (1). How often does this problem occur? <input type="checkbox"/> Elders who are suffering to identify their daily medicines, due to their carelessness. <input type="checkbox"/> Patients who are risk to remember their medicines/drugs.	9. PROBLEM ROOT / CAUSE RC What is the root of every problem from the list? eg. Root cause of 1) not possible to access the low cost medicines the return of investment significantly in a similar are benefits (1,2). When the Elders/Patients forgot to take their medicine/drugs at the time that causes severe damage in their internal organs and their body.	7. BEHAVIOR + ITS INTENSITY BE What does your customer do when facing the problem? or directly related to the problem? eg. directors in search for the best deal (1,2), usually chooses calculators in search for the best deal (1,2), usually chooses for 100% indirectly related: volunteering work (Greenpeace etc) How often does this related happen? <input type="checkbox"/> Before ages there are peoples who are appointed to remind them by taking medicines at the time. <input type="checkbox"/> By forgetting their medicines they risk their life in danger.	
3. TRIGGERS TO ACT TR What triggers customer to act? This may leads to a wrong/other intake medicine/drugs that may cause several diseases. 4. EMOTIONS EM <small>BEFORE / AFTER</small> Which emotions do people feel before/after this problem is solved? eg. frustration, pleasure (can't afford it) > boost, feeling smart, be an example for others (make a small phase) Before: They risk their life by taking different medicines/drugs. After: increase their confidence by reminding their medicines.	10. YOUR SOLUTION SL If you are working on existing business - write down existing solution first, fill in the gaps and think how much does it cost? To develop an application that reminds their medicine at the time. If you are working on a new business proposition then keep it blank until you fill in the canvas afterwards, with solution that fits within customer limitations, solves a problem and matches customer behaviour .	8. CHANNELS of BEHAVIOR CH ONLINE Extract channels from Behavior block and use for customer development Promoting through social media. With the help of social media entrepreneurs/influencer. OFFLINE Extract channels from Behavior block and use for customer development Through newspaper advertisements.	Extract online & offline CH of BE	
Identify strong TR & EM				