

CUSTOMER SEGEMENTS

- The solution is intended for all customer segments since it is a general health-related application.

CUSTOMER CONSTRAINTS

- The proposed solution requires the customer to allow Location access and be connected to the Internet always.

AVAILABLE SOLUTIONS

- Newspapers inform the public of Containment Zones.
- Containment Zones could be searched online by the people.

JOB-TO-BE-DONE

- Analysis of COVID-19 Statistics
- Identification of Containment Zones.
- Detection of user entry into containment zones.

PROBLEM ROOT / CAUSE

- When entering a place, people are not aware of whether the place is a containment zone or not.
- As a result, there is a higher risk of them getting affected by COVID-19

BEHAVIOR

- The proposed solution tracks user location.
- Once an user enters a containment zone, instant alert delivery is done.
- COVID statistics are shown by the app.

TRIGGERS TO ACT

- Whenever an user gets into a containment zone, the proposed solution (app) will alert the user immediately.

OUR SOLUTION

- An Alerting application that delivers instant alerts whenever a person enters a COVID Containment Zone.
- Real Time Tracking of user location.
- Display of COVID statistics & precautions.

CHANNELS of BEHAVIOR

Online

- Updation of Containment Zones and COVID Statistics.

Offline

- Pre-loaded/downloaded data can be viewed offline.

EMOTIONS

- Before:** Users might feel fearful, knowing if a zone is a containment zone or not.
- After:** No need for the user to panic since the proposed solution would alert the user of containment zones every now and then.