

## Project Design Phase-I – Problem Solution Fit

PROJECT TITLE: Personal Assistance for Seniors Who Are Self-Reliant

TEAM ID: PNT2022TMID50941

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Who is your customer? i.e. working parents of 0-5 y.o. kids  <b>Elderly people who are not self reliant.</b>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> 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.  <b>Need internet for uploading medicine details and charger for charging the device.</b>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> 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  <b>Helping a elder people now a days becoming very unwilling so they show no love to them so the old people feels like they are burden for them.</b>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.  <b>Medicine remainder with all details uploaded and then given to the elderly people.</b>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> 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.  <b>The root cause for this problem is old people loss their ability to remember all things.</b>	<b>7. BEHAVIOUR</b> <span>BE</span> What does your customer do to address the problem and get the job done? 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)  <b>This makes the old people feel good and makes them healthier. They are confident that they are self reliant.</b>	
Focus on J&P, tap into BE, understand RC				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.

People feel when we are giving burden to other, they are triggered.

### 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.

BEFORE: They are very sad about depending on others and feeling as a burden for others.

AFTER: They feel free and not depending on others for their basic needs.

### 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.

If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

- This medicine remainder will keep elderly people up to date with medicines which makes them healthier.
- This medicine remainder helps elderly people not depending on others, which makes them confident.

### 8. CHANNELS of BEHAVIOUR

CH

#### 8.1 ONLINE

Customers should upload all medicine names and prescriptions given by the doctor in cloud so that the device can give reminders.

#### 8.2 OFFLINE

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

Customers should charge the device properly when not in use so that it will not miss any timings of medicine due to insufficient power.