

## 1. CUSTOMER SEGMENT(S)

- Elderly patients who take medicines on a regular basis.

## 4. CUSTOMER CONSTRAINTS

- Health concern
- Timing concern
- Cost efficient

## 7. AVAILABLE SOLUTIONS

- Reminder Alert
- Smart Pill Box

## 2. PROBLEMS

- It is difficult for patients to keep track on their daily medications.
- It is risky, if chronic patients forget to take medicines.
- Elderly patients taking wrong pills lead to some serious health issues.

## 5. PROBLEM ROOT CAUSE

- Patients taking wrong pills or forget to take medicines on time.

## 8. BEHAVIOUR

- Directly related: Health concern of patients. This will help caretakers/nurses to be reminded on occasion that a patient needs to take medication at a correct time.

## 3. TRIGGERS

- Elderly are prone to serious health problem since they have falling memories.

## 6. YOUR SOLUTION

- Design a smart pill box

## 9. EMOTION: BEFORE/AFTER

- Before : If a patient forget to take pills, they will be at risk
- After : Smart pill box reminds them to take medicine