

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) CS

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Customers are the care-takers of the old patients
age is above 60 years

6. CUSTOMER CONSTRAINTS CC

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.

1)As the IoT device involves some expensive cloud platforms and sensors, cost can be a potential constraint
2)As it is highly technical one, sometimes the user may need sufficient guidance to operate the device

5. AVAILABLE SOLUTIONS AS

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

1)Safe medication box
<https://ieeexplore.ieee.org/document/9442017>
2)Advance pill remainder system
<https://ieeexplore.ieee.org/document/9640866>
3)IoT based medicine remainder
<https://ieeexplore.ieee.org/document/8782349>
All the above existing solutions lack Text to Speech System

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Potential guidance is necessary to operate the device
As the users need to pay for the cloud services, subscription remainders has to be given to the user continuously.

9. PROBLEM ROOT CAUSE RC

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.

As elderly people need to take care of their health, it is necessary for them to take medicines at the right time. But they can forget to take the medicines due to dementia problem. If that happens, it can lead to a fatal condition. This is the root cause of the problem.

7. BEHAVIOUR BE

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)

The customer compares the proposed solution with the existing ones with regards to technology used, algorithm applied and cost of the solution

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

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.

If customer finds the medicine remainder application used by his known persons, he may take steps to recommend the product to his closed ones

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.

The customers are the old people who suffer from dementia.
Before the product comes into picture, they feel depressed and dependent on someone.
After the product, they feel happy, healthy and lead an independent life.

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.

- To develop a web application UI which gives the information of the medicine which needs to be taken at a given instant of time.
- A database has to be created which contains all the details of the medicine taken by the elderly people
- An IoT device needs to be created and has to be linked with the IBM Watson cloud platform to exchange sensor data
- The text message which alerts the user has to be converted into voice Text to speech mechanism.

8.CHANNELS of BEHAVIOUR CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

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

The customer may look into the online business marketing platforms to compare the product

As far as offline channel is concerned, the medical representatives serve as an important channel who can influence the customers.

Identify strong TR & EM