

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S) CS

Who is your customer?

According to our problem statement, senior citizens who are in need of external support to take care of themselves for medical assistance.

## 6. CUSTOMER CONSTRAINTS CC

What constraints prevent your customers from taking action or limit their choices of solutions?

The best way to use this device is about learning the benefits of the technology. It is easy to handle with less complexity and can also operate without the help of the internet.

## 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?

In the past practicing heart healthy lifestyle choices such as exercising, eating a Mediterranean diet, avoiding stress. These are temporary solutions and cannot lead an independent life. Our device promotes their lifestyle by being available all the time with a helping hand.

Explore AS, differentiate

Focus on J&P, tap into

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

Which jobs-to-be-done (or problems) do you address for your customers?

This device helps the patient having Alzheimer's disorder through voice assisting and it also helps to remind them to take medicines regularly. It helps the user to do their daily routine without seeking help from other people.

## 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?

The device needs to be recharged regularly and checked. The data in the device should be updated before usage. It fully depends on the information given to it.

## 7. BEHAVIOUR BE

What does your customer do to address the problem and get the job done?

The patient needs to update the information about their medication, life routines to the device and also should check for the battery level in the device regularly.

Focus on J&P, tap into C

Identify strong TR & EM

## 3. TRIGGERS TR

What triggers customers to act? i.e. seeing their neighbour installing

For example, if all the family members are working or when nobody is available to take care of elderly person of the family this device plays its role. It helps to take care of them by guiding them.

## 4. EMOTIONS: BEFORE / AFTER EM

How do customers feel when they face a problem or a job and afterwards?

Before using the device the patient is at an increased risk of loneliness and social isolation. Later they develop a plan, bridge the gap and feel confident as the device can take good care of them.

## 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.

It is common for the patient to wander or get confused even in the early stage. And they often forget to take their meals on time. The Alzheimer's patient gets confused about their medication. So the patient can make use of this reminding device and can lead a life without any of the help from others. Dementia caretakers report high level of stress, depression and anxiety symptoms. So this device can handle the patient better than a human with less emotional stress.

## 8. CHANNELS of BEHAVIOUR CH

8.1 ONLINE

What kind of actions do customers take online?

Through online, the caretakers can get the location of the patient when they are outside.

8.2 OFFLINE

What kind of actions do customers take offline?

The data stored in the device can be accessed without the help of internet. It guides them to go anywhere independently and reminds to lead a healthy life.

