

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?

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Senior Citizens who are self reliant are the target customers.

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

2. JOBS-TO-BE-DONE / PROBLEMS

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

The senior citizen often tend to forget taking the medicines on time and also the correct amount to be consumed. So this system reminds the elders to take medicines.

Identify strong TR & EM

3. TRIGGERS

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

The senior citizen always find it difficult to take medicines at the prescribed time due to complications that come with old age. The main problem of not taking medicine on time is that it will affect the health and wellbeing and is difficult for the caretakers.

4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?
Before using it the senior citizens and their caretakers are under constant panic mode about the consumption of medicine in its correct measures. Now after this application it became easy for every one and both elders and the care givers can have a peaceful and stress free day

6. CUSTOMER CONSTRAINTS

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. The customer must not be hearing impaired since the application will give the voice commands about the medicine and the internet connection is mandatory. A android or an ios device is needed

9. PROBLEM ROOT CAUSE

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.
Forgetfulness of the elders are the root cause along with the confusion on how much to consume, when to consume, and what medicine to take.

10. YOUR SOLUTION

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 behavior. The memory issue that comes with age happens to be an issue reminding them frequently often tends to do the deed and this application reminds them via a voice note and many senior citizens might be illiterate or lost the ability to read find it easy.

5. AVAILABLE SOLUTIONS

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?

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.

7. BEHAVIOUR

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)
Updating the medicine regularly after the doctors visit and check ups. Updating the applications regularly. Making sure that the speakers are working fine.

8. CHANNELS of BEHAVIOUR

1. ONLINE

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

Through online, the caretakers can get the location of the patient when they are outside also connecting to the server to change the medicine details.

8.2 OFFLINE

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

The data is also stored in the device so when they go away from the care givers they can survive easily and live a healthy life.

Explore AS, differentiate

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

Extract online & offline CH of BE