

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Who is your customer?</div><div>CS</div><div>Elderly people who are old yet self-reliant are the target customer.</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>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.</div><div>CC</div><div>The constraints are:<ul style="list-style-type: none"><li>Proper Network connection</li><li>Mobile Phone</li></ul></div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital note taking</div><div>AS</div><div>Previously elderly people hired caretakers who remind them to take their medications. But not all elderly people can afford to hire caretakers. Some people rely on family members to give them reminders. But in the modern day scenario with working family members, elderly people cannot completely rely on family members. That is where our app comes into picture.</div></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div><div>J&amp;P</div><div>Our project aims to:<ul style="list-style-type: none"><li>Help elderly people take their medicine at the right time.</li><li>Help caretakers monitor patients using a medicine reminder system</li><li>Alert the user to take the prescribed medicine using voice commands</li></ul></div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>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.</div><div>RC</div><div>The root cause of the problem is old age. People tend to forget things and their memory starts to weaken over time.</div></div>	<div><div>7. BEHAVIOUR</div><div>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)</div><div>BE</div><div>Customers try to set alarms on their mobile phones to help them remind to take medicines or hire caretakers who bring the medicine to them at the right time.</div></div>	
Focus on J&P, tap into BE, understand RC				Focus on J&P, tap into BE, understand RC

## TR

The need for help and support during their old age is what triggers our customers to act.

## EM

Customers feel the need to be helped while taking their medications because they cannot constantly remember to take the correct pill at the right time.

## SL

The proposed solution is a medicine reminder system that reminds the user to take the correct pill at the right time through voice command. The App also allows the doctors/caretakers to monitor the patients around the clock

## CH

Customers try to set alarms and reminders or have someone call them to take their medications at the right time.