1. CUSTOMER SEGMENT(S) CS

Rural patients
- Age 20-60
- Low & middle income families
- People with limited hospital access
- Elderly patients

5. CUSTOMER LIMITATIONS

EG. BUDGET, DEVICES

- Limited internet access
- Low digital knowledge
- Transportation problems
- Long waiting times
- Lack of information about doctors

7. AVAILABLE SOLUTIONS

PLUSES & MINUSES

- Direct hospital visit
- Calling hospital reception
- Asking local agents
- Waiting in long queues
- Government hospital registrat

2. PROBLEMS / PAINS + PR
ITS FREQUENCY

- Need quick doctor consultation
- Want to avoid long waiting time
- Need easy appointment booking
- Want doctor availability information
- Need affordable healthcare access

6. PROBLEM ROOT / CAUSE RC

- No proper digital booking system
- Poor hospital management
- Lack of awareness
- Limited rural healthcare infrastructure
- No real-time appointment tracking

8. BEHAVIOR + ITS INTENSITY

- Visit hospital early morning
- Stand in queue for hours
- Depend on others for booking
- Ignore minor health issues
- Travel long distances

3. TRIGGERS TO ACT TR

- Sudden illness
- Emergency situations
- Seasonal diseases
- Doctor availability announcements

4. EMOTIONS BEFORE / AFTER EM

Before Solution:
- Frustration
- Stress
- Anxiety
- Confusion

After Solution:
- Relief
- Confidence
- Satisfaction
- Convenience

10. YOUR SOLUTION SL

- Simple mobile application
- Online appointment booking
- Real-time doctor availability
- SMS confirmation
- Token number system
- Multi-language support

9. CHANNELS of BEHAVIOR

ONLINE

Mobile App
- Website
- WhatsApp support

OFFLINE

- Hospital help desk
- Posters in villages
- Local health workers