

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>CS</div><p>Who is your customer? i.e. working parents of 0-5 y.o. kids</p><p>A Person who require plasma and donate plasma above the age of 18 and who are medically fit.</p></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>CC</div><p>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.</p><p>Unavailability of donors of some rare blood groups. Network unavailability</p></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>AS</div><p>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</p><p>Cons: No proper registered donors No filtration of donors Difficulty in finding donors nearby</p></div>	Explore AS, differentiate
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>J&P</div><p>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</p><p>Filtration of donors Automatically able to find the nearest donor quickly and notify them about the urgency</p></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>RC</div><p>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.</p><p>Since physically finding the donors and contacting them is tedious and time-consuming, Digitally handling them would be efficient.</p></div>	<div><div>7. BEHAVIOUR</div><div>BE</div><p>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)</p><p>The recipient who are in need of blood can directly come forward without any hindrances. They can find instant solution for their requirements without any cost.</p></div>	
	<div><div>3. TRIGGERS</div><div>TR</div><p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p><p>In case of emergency the condition of demand for the help like demanding for money, etc., can be avoided.</p></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><p>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.</p><p>i) A website with user interactive and responsive UI design. ii) Filtration of donors, based on the blood group and nearest distance. iii) If a donor is not available, move to the next donor. iv) Constantly update the donor and recipient about the status of the emergency until the need is fulfilled. v) Track geolocation of the Donor. vi) Note of gratitude for the donor for donating - Email, Rewards like coupons etc. vii) Emergency button - Incase of any emergency the user can click the button to contact the nearest hospital. viii) Chatbot for the users to view the availability and importance of donating plasma.</p></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div><p>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 Through the help of our website it is easy to locate nearby donors and also to donate blood during emergency needs.</p><p>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. It is difficult to locate the donors physically, resulting in the worsening of patient's condition.</p></div>	
<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><p>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.</p><p>Before: The recipient has to consult hospital management for donors. After : The donors and recipient can easily interact with each other.</p></div>				

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

Identify strong TR & EM

Extract online & offline CH of BE

