

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S) <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></div><div>1)Patients in need of plasma 2)Blood banks</div></div>	<div><div>6. CUSTOMER CONSTRAINTS <small>What constraints limit their choices of solutions? i.e. connection, available devices.</small></div><div>1)Trust 2)genuineness 3)Internet access 4)Smartphone to support the application</div></div>	<div><div>5. AVAILABLE SOLUTIONS <small>Which solution best addresses the problem or need? List pros & cons do notetaking</small></div><div>1)Blood banks 2)Hospitals Pros: Genuineness Cons: Unavailability of plasma</div></div>	Explore AS, differentiate	
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one</small></div><div>1) Notifying availability of plasma for people in need 2) Bringing donors and receipients onto the same platform 3) Allowing blood banks to directly establish contact with people in need of blood/plasma</div></div>	<div><div>9. PROBLEM ROOT CAUSE <small>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.</small></div><div>1)Health issues 2)Accidents 3)Covid outbreak</div></div>	<div><div>7. BEHAVIOUR <small>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)</small></div><div>1)Request plasma from blood banks 2)Take help from NGOs</div></div>		Focus on J&P, tap into BE, understand RC
	<div><div>3. TRIGGERS <small>What triggers customers to act? i.e. seeing their neighbour installing solar panel solution in the news.</small></div><div>Sudden emergencies</div></div> <div><div>4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem? i.e. lost, insecure > confident, in control - use it in your solution</small></div><div>1)Anxious 2)Fear 3)Unsure whether to trust 4)Proud</div></div>	<div><div>10. YOUR SOLUTION <small>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 solution, write down your solution until you fill in the canvas and compare it with the problem it solves a problem and how it fits reality.</small></div><div>Creating an app for ease of plasma recipients and plasma donors and for faster and easy communication.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR <small>8.1 ONLINE What kind of actions do customers take to solve the problem?</small></div><div>Post online about their need for Plasma</div></div> <div><div>8.2 OFFLINE What kind of actions do customers take to solve the problem and use them for customer benefit?</div><div>Personally visit bloodbanks, other related offices, or contact acquaintances</div></div>		