

Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Patients finding plasma donors
- Plasma donors

CS

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.

Patients might not have proper means and procedures to procure plasma.
Donors don't have any means and incentives to donate.
Hospitals and donation centres don't have an efficient way of managing files and history of donations
Application must be user+device friendly.

CC

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? What pros & cons do these solutions have? i.e. pin and paper is an alternative to digital notetaking

Available solution is maintenance of records of the patients who got infected and recovered from Covid-19. Also list of such patients that are infected by Covid-19 and in need of plasma.

Pros:

- No application required
- No software using knowledge required
- Cheaper method (no developers needed)

Cons:

- complex method
- high maintenance of records
- slow process

AS

Explore AS, differentiate

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?
There could be more than one; explore different sides.

- This application searches eligible plasma donors for the patients
- Patients/ donors both register and enter details
- Application searches perfect donor for the patient quickly and easily

J&P

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.

Covid-19 is a serious disease. This created sudden demand for plasma. So this creates a hectic and complex situation. Patients find it difficult to find donors and the donors who are willing to donate find it tedious in the traditional method of donation.

So to solve this problem this application needs to be developed.

RC

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)

Donors expect the process of donation is donor friendly wherein if he/she registers in app, a due date & time slot be assigned for donation in a nearby center.
Also his/her details remain confidential and there will be no bias among the available donors.

Patients expect that as soon as request is made, list of available donors is shown and a feasible donor is readily available.

Also, the donor and patient history is recorded and stored safely in the app.

BE

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

Identify strong TR & EM

3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- Certification from GOVT, hospital
- Plasma donor during emergency

TR

4. EMOTIONS: BEFORE / AFTER

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.

- Before: As a patient it would be nervous, helpless, tensed. As a donor it feel like tedious job to donate.
- After: As a patient it would be helpful, jolly. As a donor it would feel like generous and easy going.

EM

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 behaviour.

Solution is to develop a website application that connects the donor and the patient who is in need of plasma.

The application also provides a way to store donation and patient history along with suggestions and way of healthy lifestyle by certified practitioners.

SL

8. CHANNELS of BEHAVIOUR

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

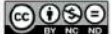
- The application will generate form that needs to be filled by user.
- Eligible donors displayed in application needs to be selected for a final donor
- This application will be marked on various social media platforms.

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

- users receive/ donate plasma in offline mode
- hospitals, donation centres and users share experiences with peers
- reviews from NGOs and Govt centres will help in promoting app.

CH

Extract online & offline CH of BE



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