

## PROBLEM SOLUTION FIT



YOUR ULTIMATE GOAL = PROBLEM-SOLUTION FIT

**PROJECT TITLE: “PLASMA DONOR APPLICATION”**

**TEAM ID: PNT2022TMID02810**

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## Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>- The user/customer who belonging to the medical department.</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>- There is no boundation of using this application because the user/customer who is having knowledge of this application can work on it easily.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"> <li>- The user/customer can use the availability of chatbot</li> <li>- Either the user/customer can make use of others help who know to use this application wisely.</li> </ul>	Explore AS, differentiate	
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>- The new user/customer trying to use Plasma Donar Application But they don't how to use the donar application.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>- The user/customer is new to use this application.</li> <li>- The user/customer have no knowledge about this application.</li> <li>- When the user/customer missed out the proper guidance about how to use handle this application.</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>-The user/customer use different types of devices in their hands to use this application.</li> <li>-Medical people can use this application regularly while comparing to others.</li> </ul>		Focus on J&P, tap into BE, understand RC
	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>- The awareness of the application motivates the users to use the application</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>- The new user/customer should have basic knowledge about the application and read the user manual or else use the "Chat Bot" for the guidance to use the application efficiently.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR - Online</b> <span>CH</span> <ul style="list-style-type: none"> <li>- Awareness videos/content made the donar to donate the plasma and to use this application.</li> <li>- Advertise online with influence to test the product and promote it.</li> </ul>		
<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <p>Before – The user/customer who never have used before makes them anxious.</p> <p>After – As the user/customer knows how to use this application then they will become comfortable and friendly with this environment.</p>		<b>Offline</b> <ul style="list-style-type: none"> <li>- To encourage and motivate the medical field-oriented personnel to use the application.</li> </ul>			



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Purpose / Vision

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>- The user/customer who belonging to the medical department.</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>- There is no boundation of using this application because the user/customer who is having knowledge of this application can work on it easily.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"> <li>- The solution for this problem is that the user/customer should make sure of his/her donation detail updated in the application.</li> <li>- The user/customer can verify the details before or after updating the in this application.</li> </ul>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>- The user/customer continuously receiving the notification/mail for the requirement to donate plasma, before 2 weeks only user/customer had donated the blood for plasma.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>- The user/customer is new to use this application.</li> <li>- The user/customer have no knowledge about this application.</li> <li>- When the user/customer missed out the proper guidance about how to use handle this application.</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>-The user/customer use different different devices in their hands.</li> <li>-Medical people can use this application regularly while comparing to others.</li> </ul>	
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>- The awareness of the application motivates the users to use the application</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>- The user/customer needs to update his/her plasma donation details in the Application, if Still the issue occurs use "Contact Us" option in the application.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR - Online</b> <span>CH</span> <ul style="list-style-type: none"> <li>- Awareness videos/content made the donar to donate the plasma.</li> <li>- Advertise online with influence to test the product and promote it.</li> </ul>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <p>Before – The user/customer who often receives this type of errors makes them Hatred.</p> <p>After – As the user/customer who overcomes form these errors, they will become comfortable and friendly with this environment.</p>		<b>Offline</b> <ul style="list-style-type: none"> <li>- To encourage and motivate the medical field-oriented personnel to use the application.</li> </ul>	