

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> plasma donor app need more power consumption This app consume more data User not getting OTP in time GPS is not working properly 	6. CUSTOMER LIMITATIONS <small>EG. BUDGET, DEVICES</small> CL <ul style="list-style-type: none"> For using this app donor age should be more than 18 years. Once donor plasma donated again he/she can donate after 15 days only User cannot create more than one account 	5. AVAILABLE SOLUTIONS <small>PLUSES & MINUSES</small> AS <ul style="list-style-type: none"> Developing app which shows notify the requirement of plasma in accordance to requesters. Accessing GPS location of both the donor and requester to save the life emergency 	Explore AS, differentiate
	2. PROBLEMS / PAINS <small>+ ITS FREQUENCY</small> PR <p>donor facing problem to find the location of donating center</p> <p>users casue by data and power consumption</p> <p>the app not responding quickly</p> <p>app doesnot notify ,where the plasma emergency need</p>	9. PROBLEM ROOT / CAUSE RC <ul style="list-style-type: none"> Management of this app is too high People does not have awareness of about plasma donor app plasma donor centers are less peoples are not forwarding to sponsor the plasma donor app Plasma donor apps consume more data storage 	7. BEHAVIOR <small>+ ITS INTENSITY</small> BE <ul style="list-style-type: none"> The intensity of this app is to increase number of donors and saving life. User refer to their friends and relatives to download the plasma donor app Convincing the requesters to become the donors. 	
Identify strong TR & EM	3. TRIGGERS TO ACT TR <ul style="list-style-type: none"> Convincing the recovered requesters to donate the plasma. Convince the government to invest money on plasma application. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> we improve the GPS location for donors we improve the notification sending to donors and specifying the type of plasma emergency required with location of the center 	8. CHANNELS of BEHAVIOR CH <p>ONLINE</p> <ul style="list-style-type: none"> Awareness about plasma donor app through the social media motivating the people about the plasma donation through the ADS <p>OFFLINE</p> <ul style="list-style-type: none"> Increasing plasma donor centers Motivating the people and collecting plasma through the camping 	Extract online & offline CH of BE
	4. EMOTIONS <small>BEFORE / AFTER</small> EM <ul style="list-style-type: none"> Fear about their data safe or not. Confusing about donating plasma is correct or not. Frustrating when no response from users. 			



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