

Project design phase

-1 Problem Solution

Fit

Date	16 October 2022
Team ID	PNT2022TMID27000
Project Name	Plasma Donor Application

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <small>Who is your customer? I.e. working parents of 0-5 y.o. kids</small> The user/customer who belonging to medical department	6. CUSTOMER CONSTRAINTS <small>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.</small> There is no boundation of using this application because the user/customer who is having knowledge of this application can work on it easily	5. AVAILABLE SOLUTIONS <small>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</small> The suggestion made by the user/customer are implemented in these kinds of applications. In the such cases the most important suggestions of the user /customer are developed and made available in updates	Explore AS, differentiate
	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; explore different sides.</small> The awareness of the application motivates the user to use this application.	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> The user/customer is new to this application. The user/customer have no knowledge about this application.	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> The user/customer use different devices in their hands. Medical people can use this application regularly while comparing to others.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS <small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small> The awareness of this application motivates the users to use this applications.	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 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.</small> The suggestion which made by the user will be noted and the apt suggestions will be added in further updates	8. CHANNELS of BEHAVIOUR 8.1 ONLINE <small>What kind of actions do customers take online? Extract online channels from #7</small> Advertise online videos with influence to test the product and promote it.	Focus on J&P, tap into BE, understand RC
	4. EMOTIONS: BEFORE / AFTER <small>How do customers feel when they face a problem or a job and afterwards? Before-expected 'specification' not met makes enthusiastic. After-who recovered from the error they will become comfortable.</small>	8.2 OFFLINE <small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small> To encourage and motivate the medical field oriented personnel to use this application.		
Identify strong TR & EM				Extract online & offline CH of BE