Problem-Solution fit canvas 2.0

Purpose / Vision : Containment Zone Alerting App .

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

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

The primary level of customers, targeted in this domain is the people. To be more specific people who are in the containment zone.

The next level of customers will be the people who wants to check and get updated about their vaccination details.

6. CUSTOMER CONSTRAINTS `CC`

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.

- The major constraint for the "primary customer" is that to find a whether the area that they reside is safe or not.

- In simple words, the number of affected people will increase or decrease everyday which will be difficult for the user to predict. Instead spending time on watching news everyday they can get the information in a single click using this app.

5. AVAILABLE SOLUTIONS `AS`

Which solutions are available to the customers when they face a 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

Aarogya Setu is a mobile application developed by the Government of India to connect essential health services with the people of India in our combined fight against COVID-19.t uses contact tracing technology with the help of bluetooth to check if a user comes near a Covid-19 patient

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

The main problem is to find the count of affected people in the particular area and differentiate the zones according to it.

9. PROBLEM ROOT CAUSE `RC`

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.

The World Health Organization has declared the outbreak of the novel coronavirus, Covid-19 as pandemic across the world. With its alarming surge of affected cases throughout the world, lockdown, and awareness (social distancing, use of masks etc.) among people are found to be the only means for restricting the community transmission.

In a densely populated country like India, it is very difficult to prevent the community transmission even during lockdown without social awareness and precautionary measures taken by the people. Recently, several containment zones had been identified throughout the country and divided into red, orange and green zones, respectively.

7. BEHAVIOUR `BE`

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)

This application is intended to provide information about containment zones in a particular region by alerting people, through continuous monitoring of an individual's location. Key benefits of the application are monitoring people's activity and alerting them of their safety movements.

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

Identify strong TR & EM

3. TRIGGERS `TR`

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

The users getting updated frequently by the app about their location attracts others to use it. The tracking of users live location especially triggers other customers too.

4. EMOTIONS: BEFORE / AFTER `EM`

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.

- The users are very much worried about their health during the pandemic period. Travelling was a not easy task and no one was ready to risk their life.
- After using this app user can safely travel to the places which are safe provided with all the safety measures. It make them feel secured.

10. YOUR SOLUTION `SL`

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.

- The project aims at building an application that provides information about the containment zones of a particular region by continuously monitoring an individual's location. Location of the individual must be stored in the Database. Alerts are sent using the notification service.
- The Android application shows the location of the containment zones to the users. It also notifies the user when he or she trespasses the boundary of a containment zone or stays in the containment zones

- This application can be used as a tool for creating further social awareness about the arising need of precautionary measures to be taken by the people of India and thus by creating good revenue.

8. CHANNELS of BEHAVIOUR `CH`

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

The actions taken by the customer in the ways of online is that search for the containment zones and alert themselves from the red zones. Incase of safe zone they will follow the rules and feel secured.

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

The offline search is quite impossible because of the pandemic lockdown people were not allowed to move outside. Reaching out for offline help will lead the life to risk.

Extract online & offline CH of BE

AMALTAMA