

PROBLEM - SOLUTION FIT



PROJECT TITLE: “PLASMA DONAR APPLICATION”

Team ID: PNT2022TMID11654

Team Leader: Medunan S

Team member: Madhusuthanan G

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Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> - The user/customer who belonging to the medical department. 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> - 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 AS <ul style="list-style-type: none"> - The suggestions 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 JBP <ul style="list-style-type: none"> - The user/customer found inconvenient in this plasma donar application that the user expecting more specification could be added if possible. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> - The user/customer is new to use this application. - The user/customer have no knowledge about this application. - When the user/customer missed out the proper guidance about how to use handle this application. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> - The user/customer use different different devices in their hands. - Medical people can use this application regularly while comparing to others. 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> - The awareness of the application motivates the users to use this application 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> - The suggestion which made by the user/customer user will be noted and the apt suggestions will be added in further updates. 	8. CHANNELS of BEHAVIOUR - Online CH <ul style="list-style-type: none"> - Awareness videos/content made the donar to donate the plasma. - Advertise online with influence to test the product and promote it. 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <p>Before – When the users/customers expected specification not met makes them enthusiastic.</p> <p>After – As the user/customers who recovered from there errors they will become comfortable and friendly with this environment.</p>		Offline <ul style="list-style-type: none"> - To encourage and motivate the medical field-oriented personnel to use the application. 	



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	2. JOBS-TO-BE-DONE / PROBLEMS JB&P <ul style="list-style-type: none"> - 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. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> - The user/customer is new to use this application. - The user/customer have no knowledge about this application. - When the user/customer missed out the proper guidance about how to use handle this application. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> -The user/customer use different different devices in their hands. -Medical people can use this application regularly while comparing to others. 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> - The awareness of the application motivates the users to use the application 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> - 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. 	8. CHANNELS of BEHAVIOUR - Online CH <ul style="list-style-type: none"> - Awareness videos/content made the donar to donate the plasma. - Advertise online with influence to test the product and promote it. 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <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>		Offline <ul style="list-style-type: none"> - To encourage and motivate the medical field-oriented personnel to use the application. 	



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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS - The user/customer who belonging to the medical department.	6. CUSTOMER CONSTRAINTS CC - 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 AS - The user/customer can use the availability of chatbot - Either the user/customer can make use of others help who know to use this application wisely.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS JB&P - The new user/customer trying to use Plasma Donar Application But they don't how to use the donar application.	9. PROBLEM ROOT CAUSE RC - The user/customer is new to use this application. - The user/customer have no knowledge about this application. - When the user/customer missed out the proper guidance about how to use handle this application.	7. BEHAVIOUR BE -The user/customer use different types of devices in their hands to use this application. -Medical people can use this application regularly while comparing to others.	
Identify strong TR & EM	3. TRIGGERS TR - The awareness of the application motivates the users to use the application	10. YOUR SOLUTION SL - 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.	8. CHANNELS of BEHAVIOUR - Online CH - Awareness videos/content made the donar to donate the plasma and to use this application. - Advertise online with influence to test the product and promote it.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before - The user/customer who never have used before makes them anxious. After - As the user/customer knows how to use this application then they will become comfortable and friendly with this environment.		Offline - To encourage and motivate the medical field-oriented personnel to use the application.	



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	2. JOBS-TO-BE-DONE / PROBLEMS JB&P - The user/customer trying to find Plasma during emergency, but don't about how much unit of plasma is available as per the required.	9. PROBLEM ROOT CAUSE RC - The user/customer is new to use this application. - The user/customer have no knowledge about this application. - When the user/customer missed out the proper guidance about how to use handle this application.	7. BEHAVIOUR BE -The user/customer use different different devices in their hands. -Medical people can use this application regularly while comparing to others.	
Identify strong TR & EM	3. TRIGGERS TR - The awareness of the application motivates the users to use the application	10. YOUR SOLUTION SL - The user/customer should know the required unit of plasma and then know how to check the availability of plasma in the application.	8. CHANNELS of BEHAVIOUR - Online CH - Awareness videos/content made the donar to donate the plasma. - Advertise online with influence to test the product and promote it.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before - The user/customer who don't know how to handle/operate this application makes them disappointed. After - As the user/customer knows how to handle/operate this application then they will become comfortable and friendly with this environment.		Offline - To encourage and motivate the medical field-oriented personnel to use the application.	



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