

Problem-Solution Fit canvas

Purpose / Vision

Version:

Define CS, fit into CL	<div>1. CUSTOMER SEGMENT(S)<div>CS</div></div> <div>Trauma,burn and shock patients, as well as people with severe liver disease or multiple clotting factor deficiencies.</div>	<div>6. CUSTOMER LIMITATIONS<div>EG. BUDGET, DEVICES</div><div>CL</div></div> <div>Plasma Donors, Should be atleast 18 years old. Should weight at least 110 pounds or 50kg. Must pass a medical examination.</div>	<div>5. AVAILABLE SOLUTIONS<div>PLUSES & MINUSES</div><div>AS</div></div> <div>There are more than 900 licensed and IQPP-certified plasma collection centers in US,Canada and Europe.</div>	Explore AS, differentiate
	<div>2. PROBLEMS / PAINS + ITS FREQUENCY<div>PR</div></div> <div>Clotting Factors Immunoglobulin or IVIG Alpha-1 Antitrypsin Albumin Hyperimmunoglobulins</div>	<div>9. PROBLEM ROOT / CAUSE<div>RC</div></div> <div>Plasma is necessary to help our recover from injury,distribute nutrients,remove waste and prevent infection,while moving throughout our circulatory system.Its helps to boost patient's blood volume.</div>	<div>7. BEHAVIOR + ITS INTENSITY<div>BE</div></div> <div>Children and adults with cancer, including leukemia, need plasma transfusions. Other users are people undergoing liver transplants, bone marrow transplants, and severe burn patients.</div>	
Identify strong TR & EM	<div>3. TRIGGERS TO ACT<div>TR</div></div> <div>1.Earn upto \$4000 per year 2.Maintain a healthy diet 3.Reduce cholesterol levels</div>	<div>10. YOUR SOLUTION<div>SL</div></div> <div>By creating an Plasma donar application the plasma needed people can check the application and approachthe donors available.It helps to communicate with donar easily.</div>	<div>8. CHANNELS of BEHAVIOR<div>CH</div></div> <div>ONLINE Extract channels from Behavior block</div> <div>OFFLINE Extract channels from Behavior block and use for customer development.</div>	Extract online & offline CH of BE
	<div>4. EMOTIONS<div>BEFORE / AFTER</div><div>EM</div></div> <div>Some donars can experience fatigue,bruising,bleeding or dehydration.Additionally,feel dizzy or lightheaded.</div>			



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