

Project Design Phase-I

Problem Solution Fit Canvas

Date	26 September 2022
Team ID	PNT2022TMID38699
Project Name	Project – Plasma Donor Application
Maximum Marks	4 Marks

Problem-Solution fit canvas 2.0

Plasma Donor Application

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	<p><small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small></p> <p>Donors who wants to donate their plasma. Hospitals and Seekers or needy who are in the need of plasma.</p>	<p><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></p> <p>Easy finding of donors. Availability of plasma types information at any time. Donor health condition. Donors within their nearest location. Regular Internet connection.</p>	<p><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></p> <p>The existing application used only collecting details of donors but it does not notify them at the right time. Our solution is building a website that notifies the donors at the right time.</p>	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	<p><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</small></p> <p>Helps the needy or plasma seeker to find the donors available to their nearest location. Provide a platform to volunteer donors to help the needy. Lack of information about the donors. The details of donors to be maintained properly.</p>	<p><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></p> <p>Plasma is a critical part of the treatment for many serious health problems. This is why there are blood drives asking people to donate blood plasma. Saving the donor information and helping the needy by notifying the current donors list. People who want to donate their plasma for the people who need it mostly in times of emergency.</p>	<p><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></p> <p>The customer comes forward and Attend plasma donation camps. Donate plasma. The hospital management or patient is able to find plasma donors at the right time. Finding the available donors within their nearest location.</p>	
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Extract online & offline CH of BE
	<p><small>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small></p> <p>Seeing the donors count become low. Emergency situation of plasma need.</p>	<p><small>If you are working on an existing business, write down your current solution first, fit 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></p> <p>A web based application which will provide information about available donors and plasma. If not available, the customer will be notified when plasma is available.</p>	<p><small>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</small></p> <p>Register their information with the application. Making plasma request via the application</p> <p><small>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small></p> <p>Arranging the required medical infrastructure for the donation process. Donating the plasma.</p>	
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="text-align: left;"> <p><small>4. EMOTIONS: BEFORE / AFTER EM</small></p> <p><small>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.</small></p> <p>Patient to find it hard to get a right resource to get plasma leaving them upset. The donors and customers have a feeling of satisfaction.</p> </div></div>				