Problem-Solution fit canvas 2.0

★ AMALTAMA

1. CUSTOMER SEGMENT(S) CS
Who is your customer?
i.e. working parents of 0-5 y.o. kids

- Age should be between 18 and 25
- People who are willing to donate plasma can donate
- Plasma needed customers

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.

- Plasma shortage
- Network Issues
- Only the registered user can donate as well as get Plasma

5. AVAILABLE SOLUTIONS AS
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

- They can send their queries through email
- Plasma availability - Not up-to-date

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 customer will be able to get the donor details and availability upon immediate request without any delays - CHATBOTS
- The statistics should be updated often.
- Create awareness of the Do's and Dont's, before and after plasma donation

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.

- Plasma is very important in covid pandemic. Due to its need it became costly
- Technology growth is very important

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)

- Doubts regarding the Plasma donation should be consulted and cleared with doctor.
- Camps should be arranged to give awareness

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.

- In case of emergencies.
- Ease of access and requirement of blood type

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.

Emotions Before	Emotions After
No clarity about the availability of donors for the required blood type.	The user will be able to get the required details of the donor for particular blood type.
Not sure about the health issues of the donor	The customer will be able to know the medical condition of the donor , whether the donor is healthy or not?

10. YOUR SOLUTION SL
What kind of solution suits Customer scenario the best?
Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.

- The user and the donor both register all relevant information.
- An email message will be issued after registration is complete.
- The user can send a request for a blood group in need or donate plasma.
- It contains details regarding plasma donation camps, including information about the location of the events.
- The users can choose to obtain a home sample collection as well.
- We have chatbots to answer all queries of the donors or users and make sure they are comfortable with the process.
- The page is transparent about all the tie-ups with other Organisations.
- E-certificates will be provided for their good deed of plasma donation

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.

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

- Users get their e-certificates after donating plasma
- Camp regarding donation is sent to their contact
- So that Donor can register and donate the plasma

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

- Peoples can consult Doctor If they have some diseases like Allergic , Auto immune dise