Problem-Solution fit canvas 2.0

Purpose / Vision

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) · CS

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

People between the ages of 17 and 65

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.

Network Connection, Available Donors

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

We can find donors
We can request to the donors
The donors can response the request

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.

There is no application that provides a proper communication channel to notify donors about the blood donation requirements.

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.

Processing Difficulty

Interaction with hospital

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)

We can directly send the request to the donors
If the donor is offline then the SMS will directly sent to the donor

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.

At emergencies we can get plasma directly through this Application

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.

Before: Harder to find donors
After: Easy to find donors and they are satisfied

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.

Simulated body fluid (SBF) is a solution having a similar ion concentration to that of human blood plasma.

8. CHANNELS of BEHAVIOUR · CH

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

When the donor register with the help of this apk the details are stored in database and this is very helpful when someone is looking for donors

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

This application didn't work in offline

Extract online & offline CH of BE

AMALTAMA