Project Design Phase-I

Problem Solution Fit

Date	24 September 2022
Team ID	PNT2022TMID34537
Project Name	Plasma Donor Application
Maximum Marks	2 Marks

Problem-Solution fit canvas 2.0

Purpose / Vision

1. CUSTOMER SEGMENT(S) — CS

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

- Hospital Management
- Patients
- Friends and Families of Patients

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
- Availability of donors for the respective blood group
- Knowledge about application usage

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

- Recipients and Plasma donors have to be in contact within a common planform.
- Make the awareness about plasma donation.

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.

- Information needs to be collected about physical qualification of person who can gave plasma donation for shortlisting the registration.
- Data collected from users must property and securely stored.
- Proper instruction must be given for the donor while donating the plasma.

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.

- Only few people know about the importance of plasma donation and so the lack of plasma donors is the root cause.

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)

- Find the right donor for plasma donation.
- This application works with the help of data that are stored in database of donors.

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.

- Need of plasma triggers people to use 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.

- People are mostly aware about blood donation and it's importance and less aware about plasma donation.
- This application helps to spread the awareness on plasma donation about plasma donation.

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.

- Connects Plasma recipients and Donors through the common platform.
- Spread the awareness about the Plasma Donation.

8. CHANNELS of BEHAVIOUR — CH

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

- While users online, they can register their details for donating as well as requesting and

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

- Cloud works only with the internet connect so the offline users can only view their application.

Extract online & offline CH of BE

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