Problem-Solution fit canvas 2.0

Team Id- PNT2022TMID49597
Project Name: PLASMA DONOR APPLICATION

Explore AS, differentiate (right sidebar, pink section)

Focus on J&P, tap into BE, understand RC (left and right sidebar, orange section)

Identify strong TR & EM (left sidebar, green section)

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1. CUSTOMER SEGMENT(S) `CS`

1. Donors (age 18+)
2. Patient
3. Hospitals

6. CUSTOMER CONSTRAINTS `CC`

1. Regular Internet connection
2. Smartphone/laptop/Desktop

5. AVAILABLE SOLUTIONS `AS`

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, which will save lives.

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2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

Difficult to find donors at the right time / at the time of emergency

Donors not aware of plasma requirements.

9. PROBLEM ROOT CAUSE `RC`

Not able to find the donors at the time of emergency.
Count of donors has been tremendously decreasing since hospital management couldn't contact them or get them notified at the right time when plasma is needed.

7. BEHAVIOUR `BE`

The customer comes forward to

1. Attending plasma donation camps.

2. Donate blood / Plasma

The hospital management/ patient is able to find plasma donors at the right time

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3. TRIGGERS `TR`

The fact that triggers the Customers(donors) is people are loosing life because of not getting plasma at the time of emergency and also

its also social responsibility to donate plasma and save lives.

10. YOUR SOLUTION `SL`

Creating website which notify the donors when plasma is needed and send a request notification to donors.

This website will link the plasma donors with the patients who are in need of plasma

8. CHANNELS of BEHAVIOUR `CH`

Online:
Can use the website to find donors.

Offline:
Can use the record maintained by the hospital.

4. EMOTIONS: BEFORE / AFTER `EM`

Before:
Patient/ hospital find it hard to get a right resource to get plasma leaving them upset

After:
Notify the donor immediately via notification and the customer get the required plasma leaving them happy and satisfied

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AMALTAMA