Problem-Solution fit canvas 2.0

No one should die insufficient of plasma.

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?
Customers here are of 2 types, a person who in need (Client), and person who fulfil the need (Donors).
ie. Client request the Donors for in need of plasma and vice versa

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions?

The plasma itself a constraint that they have to look for another person, and plasma should have to be enough to save a person.

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?

The solutions be existing that are there'll be readily available plasma in hospitals, which may help people in some ways, but that's not efficient, this will be a problem to the hectic that only 4% knows the plasma donation.
The way they saving the people right now is, relying the hospital plasma, or the person get help from the another person who're available to donate plasma.

Explore AS, differentiate

Focus on J&P, tap into

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers?
The plasma should be readily available, and also Donors be available to give plasma to the need person.
The problem is that in need of common platform for need person and donor.

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.

The root cause for the problem is due to the plasma disorder, plasma indeficiency and severe trauma of plasma imbalance.

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
The need person get plasma by getting into the hospital and get donated if avaliable, otherwise, they ask for the help of their family, friends, relative, neighbor and whoever connected to by directly contacting it.

Focus on J&P, tap int C

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act?
The need person act when in need of the plasmas to save his/her friends, families or relatives.
The donor acts to give plasma as to save person when in need or as social service.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?

The need person feels anxious for not getting plasmas at right time. After getting plasma, he feels happy.
The donor donates plasma, before he may think whether the plasma be useful or not ,after he saved someone, he/she feels that he/she can save someone.

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.

Like social media, to make spread fast, like newspaper, which is important to know.
A platform which helps to connect around the world people. If possible they can donate their plasma to save every single person even they live in corners across the world,

8. CHANNELS of BEHAVIOUR — CH

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

By online, they go by posting on social medias like that there is a person in need of plasmas. Kindly contact and help us.

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

By offline, they will call their family members, friends , relatives, neighbors and whoever connected with and also post it in newspaper to help from someone to aid them.

Extract online & offline CH of BE

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