

Project Design Phase-1

Problem Solution Fit

Date	01 October 2022
Team ID	PNT2022TMID00563
Project Name	Project Donor Application

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids a) People who are above age 18 with good health condition and willing to donate plasma. b) People who are in need for plasma.	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. Availability of plasma, Lack of contacts, Need to travel a lot.	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. Previous solution : Requesting for Plasma through Plasma Banks. Pros: If the Plasma bank has suitable plasma the treatment can be started immediately. Cons: There is no assurance that the plasma needed will be readily available all the time.	Explore AS, differentiate
	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. a) Providing a web application for people who wants to donate or request for plasma. b) Finding suitable plasma donor for a patient in need. c) Finding a donor who is available in a nearby location.	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. If a person is in need of a Plasma, they have to make contact with number of plasma banks in order to check for its availability , which is a lot of work and time consuming. And also there is no assurance that they can find the required plasma.	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) a) A donor has to find a legitimate plasma bank to donate. b) A patient has to request suitable plasma from a legitimate source.	
Focus on J&P, tap into BE, understand RC	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. Patient not able to get suitable plasma even after making requests in numerous hospitals and plasma banks.	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. In this system, one who wants to donate their plasma, can make a registration through the web application. The person in need of plasma can make a request with the help of the web application and suitable donors that are in nearby location will get notified through email or message.	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. Online: In online, they visit various websites of plasma banks and check for availability of plasma. Offline: In offline, they tend to approach the plasma banks directly to make a request.	Identify strong TR & EM
	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: Hopeless, afraid, anxiety. After: Happy, peaceful, lively.			