Value Proposition Canvas
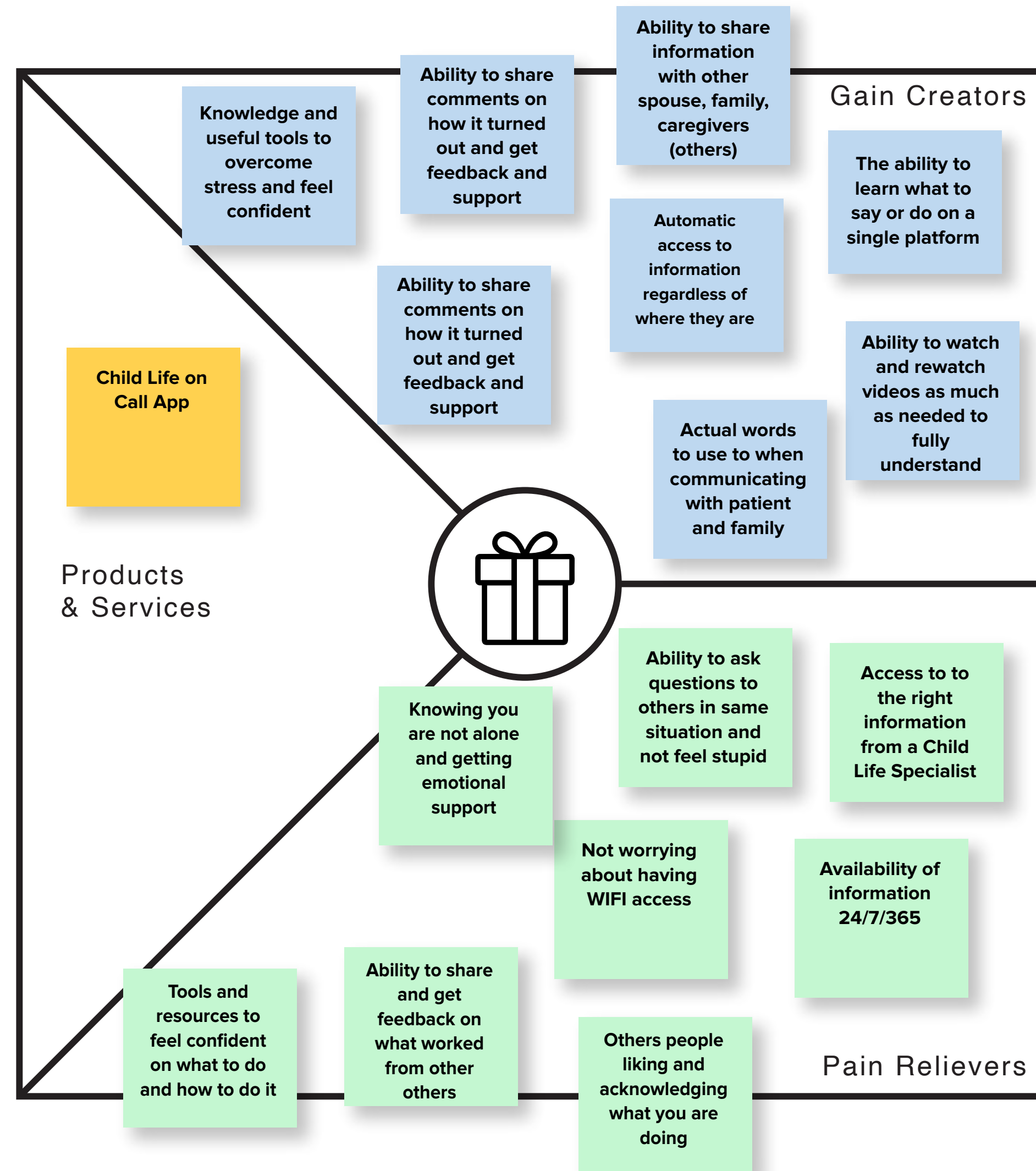
The Guide on the App

Gain Creators

- Knowledge and useful tools to overcome stress and feel confident
- Ability to share comments on how it turned out and get feedback and support
- Ability to share information with other spouse, family, caregivers (others)
- The ability to learn what to say or do on a single platform
- Automatic access to information regardless of where they are
- Ability to share comments on how it turned out and get feedback and support
- Ability to watch and rewatch videos as much as needed to fully understand
- Actual words to use to when communicating with patient and family

Products & Services

- Child Life on Call App

Pain Relievers

- Knowing you are not alone and getting emotional support
- Ability to ask questions to others in same situation and not feel stupid
- Access to to the right information from a Child Life Specialist
- Not worrying about having WIFI access
- Availability of information 24/7/365
- Tools and resources to feel confident on what to do and how to do it
- Ability to share and get feedback on what worked from other others
- Others people liking and acknowledging what you are doing

The User

Gains

- Knowledge on on what to say and do
- Reassurance and support in what your are doing
- Access to available resources instantly
- Confidence in what you are doing
- Happiness seeing child recover and feel normal
- Feedback on what you are doing and how to improve

Customer Job(s)

- Access information from a Child Life Specialist
- Wait for the Child Life Specialist for an unknown time
- Overcome stress educate self and child
- Get child and self to feel comfortable and reassured
- Sharing information with spouse/family
- Learn how to support and help cope child through healthcare
- Build a positive memory for self and child

Pains

- Finding the right information
- Accessing information at when needed
- Issues understanding what to do and how to help
- Relaying accurate information to others
- Trouble controlling own emotions and feeling
- Low availability of Child Life Specialist
- Feeling stupid and uncomfortable asking questions