Topic: Plasma Donor application

**Explore AS, differentiate**

**Focus on J&P, tap into BE, understand RC**

**Deﬁne CS, ﬁt into CC**

**Focus on J&P, tap into BE, understand RC**

Project Design Phase 1-Problem statement Template Team ID:PNT2022TMID04545

* They can call them directly in case of late response
* Plasma availability is visible to all the patient-not know the availability of the blood

**AS**

**5. AVAILABLE SOLUTIONS**

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1.CUSTOMER SEGMENT(s)**

scouring the entire world for plasma donors, this APP enables users to find donors while sitting at home. When there is an emergency, plasma requests that everyone sends a message.

When a donor is prepared to donate, the recipient is informed. Receiver may get in touch with the donor. This software helps donors find potential donors quickly and easily by letting them know if they are

eligible to donate.

* Users of age between 18 and 80
* People willing to donate plasma
* People who are in need of plasma
* Shortage of plasma
* Only registered users can donate and get information related to plasma
* They can approach the nearby hospitals to get clarification

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

.

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

* Due to the pandemic plasma need has increased
* Many people are not aware of the donation apps
* To contact the donor directly.
* To track the plasma location
* Create awareness of the dos and don’ts before and after plasma donation

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**   * Emergency requirements of blood * Volunteerism to help | **10. YOUR SOLUTION SL**   * Patient can send a request for blood * Both donor and patient can register and see their information * Patient can track the plasma location * E-Certificates will be provided after donating blood | 1. **CHANNELS of BEHAVIOUR CH**      * Users get their e-certificates after donation plasma. * Get details regarding the campus. * Registering themselves to donate plasma. | **Extract online & ofﬂine CH of BE** |
| **4. EMOTIONS: BEFORE / AFTER EM**   |  |  | | --- | --- | | Emotion Before | Emotion After | | Asking blood only to the known people and don’t know about the availability of blood | Get all the details about the blood type  And about the donor | | Unsure about the health condition of the donor | Patient can view the medical certificate of donor | | Not able to find the location of the blood | Track the location of the blood | |