Project Design Phase-I
Problem – Solution Fit

Date	15 October 2022
Team ID	PNT2022TMID06713
Project Name	Plasma Donor Application
Maximum Marks	2 Marks

Project Title: Plasma Donor Application   Project Design Phase-I - Solution Fit Template   **Team ID: PNT2022TMID06713**

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

- Patients
- Plasma Donors
- Blood banks
- Hospitals

6. CUSTOMER CONSTRAINTS — CC

- Unstable network connection
- Rarity of Patients' Blood Group
- Availability of donors/patients in the locality at a given time

5. AVAILABLE SOLUTIONS — AS

- Existing solutions provide:
  - Contact details of donors
  - Availability of blood groups
- Existing solutions lack:
  - Immediate notifications
  - Real-time data updation
  - Solutions to FAQs

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Patients find it difficult to get plasma at the right time
- Donors find it difficult to connect with patients nearby immediately

9. PROBLEM ROOT CAUSE — RC

- Lack of an application that works quickly and notifies users to deal with emergencies
- Complexity of the provided donor list with insufficient details and filters to get what the user needs

7. BEHAVIOUR — BE

- Get help from social media
- Seek help from friends and wellwishers
- Search the web for plasma donation related queries (such as Do's and Don'ts)

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

Identify strong TR & EM

3. TRIGGERS — TR

- See friends and wellwishers donating plasma
- Reading articles about benefits of plasma donation
- Learning about the demand for plasma and its effects

4. EMOTIONS: BEFORE / AFTER — EM

- Patients:
  - fear > calmness
  - helpless > grateful
- Donors:
  - depression > satisfaction
  - regretful > delightful

10. YOUR SOLUTION — SL

- Immediate notifications upon requests/availability of plasma
- Real-time updation of donor data
- Chatbot to resolve queries within the app itself
- Find donors or patients nearby easily

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE
- Social Media
- Chat applications
- Search Engines (for FAQs)

8.2 OFFLINE
- In-person meetings
- Phone calls
- text messages

Identify strong TR & EM