Project Title: Plasma Donor Application | **Project Design Phase-I – Solution Fit** | **Team ID: PNT2022TMID45345**

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

- Plasma Donors and Seekers
- Clients and Hospitals

6. CUSTOMER CONSTRAINTS — CC

- Patients can lack the necessary tools and methods for obtaining plasma.
- The data and history of donations are not managed by donation centers in an effective manner.

5. AVAILABLE SOLUTIONS — AS

- Both donors and patients have a platform to monitor the availability and viability of the donation procedure thanks to the solutions that are already available.
- Some of the current solutions offer health-related recommendations, but a licensed doctor might not think these recommendations are wise.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Plasma depend and supply gap has grown bigger
- Lack of security
- Lack of incentives for the donors
- Lack of awareness

9. PROBLEM ROOT CAUSE — RC

- Lack of plasma donors is the primary issue since only a small number of individuals are aware of how important plasma donation is.
- Users are reluctant to go through the laborious and unnecessary procedure, which makes donating plasma a difficult task.

7. BEHAVIOUR — BE

- Donors anticipate a user-friendly contribution process in which, after registering in the app, a date and time slot for their donation at a local center is assigned.
- Additionally, the information is kept private, and the potential contributors are impartial.
- Patients assume that as soon as a request is made, a list of available donors will appear.

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

Identify strong TR & EM

3. TRIGGERS — TR

- Gain benefits for your donation.
- Be more aware of your data.
- Understands the need.

4. EMOTIONS: BEFORE / AFTER — EM

- Before: Confused, Scared, Anxious
- After: Motivated, Relaxed, Helpful

10. YOUR SOLUTION — SL

- Users of a customizable donation web-based app can sign up as either donors or patients in need of plasma. Donors will get a date and time slot assigned for donation in a nearby center. Identifying appropriate donors and notifying the receiver through email when the plasma is ready.

8. CHANNELS of BEHAVIOUR — CH

ONLINE

- Digital advertisement
- Social Media Marketing

OFFLINE

- Request recommendations from friends or other users.
- Campaigns and awareness programs are possible.

Extract online & offline CH of BE