

Project Design Phase-I

Problem-Solution Fit

Date	01 October 2022
Team ID	PNT2022TMID02226
Project Name	Project – Plasma Donor Application
Maximum Marks	4 Marks

Problem-Solution Fit:

Project Title: Plasma Donor Application

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Problem-Solution Fit canvas			Purpose / Vision	Version:
Define CS, RI into CL	1. CUSTOMER SEGMENT(S) CS We working on plasma therapy is process where blood is donated and received	6. CUSTOMER LIMITATIONS CL <small>EG. BUDGET, DEVICES</small> You can donate plasma every 28 days, up to 13 times per year. While the FDA does allow donors to give plasma more frequently. Limited no of users can use the app at the same time.	5. AVAILABLE SOLUTIONS AS <small>PROS & CONS</small> It allows people to help others It is a relatively safe process The process can be very uncomfortable and It depletes the calcium levels in the body	Explore AS, differentiate
	2. PROBLEMS / PAINS PR <small>+ ITS FREQUENCY</small> The side effects of plasma donation include nausea and dizziness and fainting in some cases. You may develop a raised bump or experience continued bleeding and bruising at the needle site too. Some people might experience pain and physical weakness after donating plasma.	9. PROBLEM ROOT / CAUSE RC Localized allergic reaction Air embolism and Hemolysis Bruising and discomfort	7. BEHAVIOR BE <small>+ ITS INTENSITY</small> This app is used to make donation and receiving process easier so that anyone can easily access and use it. Intensity of this application is to connect donor and receiver in single platform.	Focus on PR, IRI into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TO ACT TR Many people needs plasma for their treatment. Plasma donation really used for covid affected people for recovering faster.	10. YOUR SOLUTION SL our app allows the user to request and donate plasma to requested person. Receiver can directly contact the donor and receive plasma. When you donate plasma, the blood that's drawn from your arm goes through a special machine to separate the different parts of your blood. Then we get plasma which can be used for transfusion.	8. CHANNELS of BEHAVIOR CH ONLINE Online app allows user to make donation and receiver process easier. send request from anywhere anytime. OFFLINE offline platform allows users to visit nearby camp or hospital and donate as well as receive plasma.	Extract online & offline CH of BE
	4. EMOTIONS EM <small>BEFORE / AFTER</small> Donor get fear, anxiety prior to donation give way to largely positive emotional states like relaxation following donation			