Project Title: Plasma Donor Application

Project Design Phase-I - Solution Fit

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

Who is your customer?

Patients
Donors
Hospitals

6. CUSTOMER CONSTRAINTS — CC

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Network Issues
Waiting time.
Same type of blood group.
Donor health condition
Unavailability of plasma

5. AVAILABLE SOLUTIONS — AS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital note taking

The current application simply used to collect information from donors, but it did not alert them at the appropriate moment.Our solution is to create a website that notifies donors when it is appropriate.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Finding donors when needed or in an emergency is challenging.
Donors are unaware of the needs for plasma.

9. PROBLEM ROOT CAUSE — RC

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Convalescent plasma therapy given to people with COVID-19 who are in the hospital and are early in their illness or have a weakened immune system. It lessen the severity or shorten the length of the disease. which save number of death rate

7. BEHAVIOUR — BE

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

This system works with the help of data collected from the donors that are stored in the database and finds the right donor. There is a SOS button which can be used in case of emergencies. It will notify the donors available in the nearby area.

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

Identify strong TR & EM

3. TRIGGERS — TR

What triggers customers to act? i.e. seeing their neighbor installing solar panels, reading about a more efficient solution in the news.

Blood donation improves or saves lives and enhances social solidarity. It is also influenced by increasing deaths due to unavailability of plasma at required times.

4. EMOTIONS: BEFORE / AFTER — EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

Before: Patient/ hospital find it difficult to get a right resource to get plasma leaving them upset.
After: The donors feel happy that they can help. Customers are happy that they found a donor in critical situations.

10. YOUR SOLUTION — SL

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behavior.

The application uses that data cloud, it stays efficient while there are many people using it. At times when the number of plasma requests increase, the incoming call notification system will work fine without any failure.

8. CHANNELS of BEHAVIOR — CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Donors, who can register themselves and the treating physician/hospital donor registers, enter their details Receiver search and place request for Plasma whenever needed

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Distance from donor ,Transferring plasma from reciever hospital to donor

Identify strong TR & EM