

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID02762
Project Name	Project – Plasma Donor Application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ Understand the existing situation in order to improve it for your target group.

Template:

Define CS, fit into	1. CUSTOMER SEGMENTS CS <ul style="list-style-type: none"> Willing plasma donors Plasma requestors Hospitals Plasma banks 	6. CUSTOMER CONSTRAINT CC <ul style="list-style-type: none"> Network connection. Available devices – currently only web browser based, no viable mobile apps. Donor limitations such as weight, health history etc. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Plasma donation drives, existing sites like DelhiFightsCorona. These do not verify negative Covid test report. Frozen plasma in banks can be thawed when in need. 	Explore AS.
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Hard to facilitate streamlined donor applications online. Giving plasma easily to Covid-19 patients. Ensure applicants do not back out later Checking for other donor limitations 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> People assume plasma treatment is not safe because of side effects and is expensive. Rise in Covid-19 infections has brought focus on need for donors. Existing methods to donate are very few and poorly organized. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Directly related – find trustworthy plasma banks, verify their ability to donate and donates when needed. Indirectly related - Users spend free time volunteering with plasma and blood banks and participating in onsite donation drives. 	
	3. TRIGGERS TR <ul style="list-style-type: none"> Seeing others donating plasma. Reading about innovations in convalescent plasma therapy. Seeing the rising Covid-19 cases. 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> An online application that takes the donor's information via simple forms and stores their contact details. When a requirement for plasma arises, the requester can search the database for matching donors and place requests with them. The system helps keep track of past and upcoming plasma donation events. It also provides general instructions on plasma donation, the popular plasma banks in major cities etc. 	8. CHANNELS of BEHAVIOUR CH <div> 8.1 ONLINE <ul style="list-style-type: none"> Search for plasma donation sites and trustworthy blood banks. Book slots for plasma donation and receiving. </div> <div> 8.2 OFFLINE <ul style="list-style-type: none"> Book slots and get admitted for plasma donation and receiving at hospitals. Fill donation forms by hand Go through multiple levels of paperwork for receiving plasma </div>	
Identify strong TR & EM				Extract online & offline CH of BE
4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Worry when plasma not available. Frustration due to poor services and methods for donation. Satisfaction in helping others. Joy from recovering. 				