

Project Design Phase-I

Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID32645
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 CC	1. CUSTOMER SEGMENT(S) CS	6. CUSTOMER CONSTRAINTS CC	5. AVAILABLE SOLUTIONS AS	Explore AS, differentiate
	Young people who are above the age of 21 can volunteer donate. our work is on plasma donating application where people can donate and receive blood.	Plasma can be donated 13 times a year and that is after completion of every 28 days.	Young people can help others and this platform makes the plasma donation / receiving process a safe and secure one.	
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P	9. PROBLEM ROOT CAUSE RC	7. BEHAVIOUR BE	Focus on J&P, tap into BE, understand RC
	There are various factors that has to be considered while donating plasma, since it has side effects of nausea and dizziness. At times there are possibilities that the donor may develop raised bumps or get continuous bleeding and also get bruises at the needle site. People donating plasma might also feel pain and body weakness.	Plasma donation causes allergy, bruises and discomfort in people who are donating plasma.	This platform plays a vital role in connecting the plasma donors and the receivers. Young donors who are interested can fill the form and register themselves to donate plasma and patients who are in need of them can contact them by getting the details of donor from this platform.	
Identify strong TR & EM	3. TRIGGERS TR	10. YOUR SOLUTION SL	8. CHANNELS of BEHAVIOUR CH	Identify strong TR & EM
	Many treatments that are given to patients require plasma. When covid -19 had affected many people donation of plasma was really helpful to save and recover lives of enormous patients.		Receiver can directly contact the donor and receive plasma. when a donor donates plasma, blood that is collected through the arms is passed through certain machines that separate various components of blood and the plasma is got separated is used for transfusion purpose.	
	4. EMOTIONS: BEFORE / AFTER EM			
	Young people who donate plasma at the beginning stage have a lot of anxiety and fear since they are new to donate plasma, at such times doing meditations and relaxation helps them to become normal, which is most important requirement to donate blood / plasma.		It allows to send request anytime from any place.	