

Project Design Phase-I  
Problem – Solution Fit Template

Team ID	PNT2022TMID05875
Project Name	Project - PLASMA DONOR APPLICATION

**1. CUSTOMER SEGMENT**

CS

- Our customers include the people who are in need of blood plasma.
- All the Hospitals and voluntary organizations.

**2.CUSTOMER CONSTRAINTS**

CC

- Lack of communication details of the blood plasma donor.
- Lack of awareness among people as no one comes forward to help with blood plasma.

**3. AVAILABLE SOLUTIONS**

AS

- Customers try with their relatives and friends or on social media platforms in case of an emergency.
- Pros are which the donor can be found sometimes but lack of availability of contact details of the donor makes it difficult to find them.

**4. JOBS-TO-BE-DONE / PROBLEMS**

J&amp;P

- Communication between recipient and donor.
- Notify the donor regarding the emergency.
- Also sending notifications to nearby blood banks to find recipients.

**5. PROBLEM ROOT CAUSE**

RC

- The Lack of awareness between common people to come forward to donate plasma has become less as they fear the side effects and the impact of Global Pandemic, Covid-19 has created a demand for blood plasma as it is the available cure for the sickness.

**6. BEHAVIOUR**

BE

- The customer checks for the donors within his/her circle which is directly related.
- Indirectly associated behavior includes complaining towards people the lack of availability and searching for the donor with irrelevant contacts.

**7.TRIGGERS**

TG

- Rewards to the donors who has completed donation.
- Advertise through Ads and Videos regarding awareness of blood plasma donation.

**4.EMOTIONS: BEFORE/AFTER**

EM

- Before : Anxiety, Stress, volatile.
- After : Happy, Relaxed.

**8. YOUR SOLUTION**

SL

- The app provides the confidence without fear.
- The app gives assurance that the patient will somehow get the blood plasma.
- It sends alerting messages to the donor for quick response from the donor.

**9.CHANNELS OF BEHAVIOUR**

CH

- Through online, the customer can find the details of the donor from social media platforms.
- Through offline, the customer can find the details of the donor from their friends/family circle.