

Project Design Phase-I Problem Solution Fit

Team ID	PNT2022TMID01683
Project Name	Project - Plasma Donor Application
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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">- The user/customer who belonging to the medical department.	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">- There is no boudation of using this application because the user/customer who is having knowledge of this application can work on it easily.	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none">- The suggestions made by the user/customer are implemented in these kinds of applications.-In the such cases the most important suggestions of the user/customer are developed and made available in updates.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none">- The user/customer found inconvenient in this plasma donar application that the user expecting more specification could be added if possible.	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none">- The user/customer is new to use this application.- The user/customer have no knowledge about this application.- When the user/customer missed out the proper guidance about how to use handle this application.	7. BEHAVIOUR BE <ul style="list-style-type: none">- The user/customer use different different devices in their hands.- Medical people can use this application regularly while comparing to others.	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR <ul style="list-style-type: none">- The awareness of the application motivates the users to use this application	10. YOUR SOLUTION SL <ul style="list-style-type: none">- The suggestion which made by the user/customer user will be noted and the apt suggestions will be added in further updates.	8. CHANNELS of BEHAVIOUR - Online CH <ul style="list-style-type: none">- Awareness videos/content made the donar to donate the plasma.- Advertise online with influence to test the product and promote it.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <p>Before – When the users/customers expected specification not met makes them enthusiastic. After – As the user/customers who recovered from there errors they will become comfortable and friendly with this environment.</p>		<p>Offline</p> <ul style="list-style-type: none">- To encourage and motivate the medical field-oriented personnel to use the application.	
Identify strong TR & EM				