Project Title: Plasma Donor Application   Project Design Phase-I – Solution Fit   Team ID: PNT2022TMID22368

Define CS, fit into CC

1. CUSTOMER SEGMENT(S) — CS

- Donors who donate the plasma.
- Recipients who require plasma.

6. CUSTOMER CONSTRAINTS — CC

- Donor has to be medically fit.
- Need of specified blood type.
- Plasma to be delivered within the time period.

5. AVAILABLE SOLUTIONS — AS

- Donors can be found through Social Medias.
- Contacting peer relations and friends.
- Approaching Blood Banks and NGOs.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Spread awareness to donate plasma.
- Fetch the details of the donors.
- Maintenance zone should be appropriate.
- Provides platform which connects donor and recipients.

9. PROBLEM ROOT CAUSE — RC

- Requirement of plasma has raised to peak during the COVID-19 crisis.
- The location of the donor may not be fetched accurately.
- Donor information may be misplaced.

7. BEHAVIOUR — BE

- Volunteering ourselves to donate the plasma will help the needy person.
- Finding the nearest location of the donors available.

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

Identify Strong TR & EM

3. TRIGGERS — TR

- The emergency requirement of plasma.
- Connection was established between the donors and recipient.

4. EMOTIONS: BEFORE / AFTER — EM

- Before this donation application one feels scared, helpless, anxious and so on.
- After the plasma donation app, they feel relaxed and comfortable.

10. YOUR SOLUTION — SL

The application will enable people to register themselves in the portal for donating their plasma and the recipients who need it can see their details so that they can get the plasma.

8. CHANNELS of BEHAVIOUR — CH

8.1 ONLINE

- Registration process to be done through online.
- The requirements of the plasma to the recipients to be mentioned clearly.

8.2 OFFLINE

- The infrastructure should be arranged properly for donating process.
- Sanitary precautions to be handled wisely.

Identify Strong TR & EM