

# PROBLEM-FIT

## 1. Customers segment:

Global blood bank market major segments are based on:

- Product type
- Function
- Bank type
- End user

## 2. Customer constraints:

Blood donor are highly satisfied with the customer service at the blood service upto 93% of donor report that they are very satisfied with their customer experience.

## 3. Available solutions:

Plasma therapy involves transfusing plasma retrieved from the blood of people who have recover from covid 19 into people suffering from the disease.

## 4. Problems:

People who need plasma are increasing day by day . It is not that people do not want to donate plasma, but because they have no idea where they can donate

## 5. Root/cause:

- You may feel tired after giving blood.
- Donating blood can be a little bit painful.
- Risk of complications.
- You have to do some paperwork.
- Donating blood may lead to bruises.

## 6. Behaviour:

Actual behaviour was reported following the departure of the BTS. Responding were simply asked to indicate whether or not they had given blood during the visit of the BTS.

## 7. Triggers:

The risk associated with plasma transfusion have changed over the years. Risk of infection disease transmission has been significant reduced with donor testing .

## 9. Solution:

Online plasma bank management system is a web application that allows to access the whole information about plasma donor application scalable and acceptable to meet complex need of plasma ,people can access from anywhere at any time right from the palm of your hand.

## 10. Channels of Behavior:

This does not include the link on blood association websites to social network which would be part of their marketing stimuli but what is said on those social networks ,such as facebook, twitter , tuenti about the need foe blood donation or the process.

## 8. Emotions

However that such approach problematically subsume emotions construct into cognitive constructs reflecting historical domination of cognitive paradigms in psychology.