

**Project Title: Plasma Donor Application**  
**Problem Solution Fit**  
**Team ID: PNT2022TMID26437**

Define CS, fit into CC	<p><b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span></p> <p>Who is your customer?</p> <p>People who wish to donate plasma and Hospitals &amp; Blood banks which needs plasma donors.</p>	<p><b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <p>What constraints prevent your customers from taking action or limit their choices of solutions?</p> <ul style="list-style-type: none"> <li>• Network Bandwidth</li> <li>• Donor Health condition</li> <li>• Lack of knowledge about app</li> <li>• Unavailability of plasma</li> </ul>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <p>Which solutions are available to the customers when they face the problem</p> <ul style="list-style-type: none"> <li>• Available solutions notify about the donors, patients and the availability of plasma &amp; need for the plasma.</li> <li>• The notification regarding the need for plasma was not send to the donors.</li> </ul>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <p>Which jobs-to-be-done (or problems) do you address for your customers?</p> <ul style="list-style-type: none"> <li>• Data collection should be monitored properly with donor's data security.</li> <li>• Unawareness about the need of plasma donation.</li> <li>• Demand for donors.</li> </ul>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <p>What is the real reason that this problem exists?  What is the back story behind the need to do this job?</p> <ul style="list-style-type: none"> <li>• Lack of unawareness about the importance of plasma donation.</li> <li>• Inability to find the donors at the time of emergency.</li> <li>• Decrease in donors count</li> </ul>	<p><b>7. BEHAVIOUR</b> <span>BE</span></p> <p>What does your customer do to address the problem and get the job done?</p> <ul style="list-style-type: none"> <li>• An unique ID will be provided for the donor's, in order to maintain their personal privacy.</li> <li>• At the same time, an unique ID will be issued to the patient and the records will be monitored.</li> <li>• Both donor and patient can access the application at ease.</li> </ul>	Focus on J&P, tap into BE, understand RC

I d e n t i f y s t r o n g T R & E M	<b>3. TRIGGERS</b> <span>TR</span> What triggers customers to act? Volunteering interest and social responsibility towards society triggers the people to use this application	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>• Donors will be searched with blood groups in our database, if needed.</li> <li>• The volunteers can donate the blood with their interest and become donors by registering themselves.</li> <li>• Stock monitoring will be done and updation happens at the same time.</li> <li>• An application which will act as the intermediate between the hospital and donors and bridge the gap between them.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> What kind of actions do customers take online?  Registering for plasma donation and requesting for plasma will be carried out through online  <b>8.1 OFFLINE</b> What kind of actions do customers take offline?  <ul style="list-style-type: none"> <li>• Arrangements for plasma donation</li> <li>• Awareness for more plasma donation</li> </ul>	I d e n t i f y s t r o n g T R & E M
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> How do customers feel when they face a problem or a job and afterwards?  <u>Before :</u> <ul style="list-style-type: none"> <li>• Hard to find the donors for plasma donation at the right time.</li> </ul> <u>After :</u> <ul style="list-style-type: none"> <li>• Satisfactory feel and relaxed feel after getting the right donor.</li> </ul>			