

Project Design Phase-I
Problem – Solution Fit Template

Date	04 NOVEMBER 2022
Team ID	PNT2022TMID03002
Project Name	Project – PLASMA DONOR APPLICATION
Maximum Marks	2 Marks

1. CUSTOMER SEGMENT

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

CS

6. CUSTOMER CONSTRAINTS

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

CC

5. AVAILABLE SOLUTIONS

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

AS

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS

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

J&P

Focus on J&P, tap into BE,

9. PROBLEM ROOT CAUSE

- 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.

RC

7. BEHAVIOUR

- The customer checks for the donor 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.

BE

Focus on J&P, tap into BE,

3. TRIGGERS

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

TG

4. EMOTIONS: BEFORE/AFTER

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

EM

Identify strong TR & E

10. YOUR SOLUTION

- 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.

SL

8. CHANNELS OF BEHAVIOUR

- 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.

CH

Identify strong TR & EM