Define CS, fit into CC

PROJECT DESIGN PHASE-I PROBLEM - SOLUTION FIT

Date	19 September 2022
Team ID	PNT2022TMID13250
Project Name	PLASMA DONOR APPLICATION
Maximum Marks	2 Marks

1.CUSTOMER SEGMENT

plasma.

- The recipient who are in need of

- The NGO's & hospital managements.







- There is no connection details between the customers.

- Unavailability of plasma at the needed time.

5.AVAILABLE SOLUTIONS



- Seeking help through social media.
- Existing system involves, only the collection of donor data and will not notify the about the recipient.

Explore AS, differentiate

2.JOBS TO BE DONE/PROBLEMS J&P

- Establish a connection between the

TR

- Notify donors at the correct time.
- Demand has increased.

donor and the recipient.

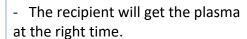
9.PROBLEM ROOT CAUSE

- During the COVID 19 crisis, the requirement of plasma became a high priority and the donor count has become low. Saving the donor information and helping the needy by notifying the current donors list, would be a helping hand.

7.BEHAVIOUR

RC

SL



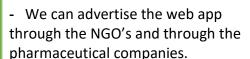
- The donors whose details, stored in database during registration will be notified.

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

BE

CH

3.TRIGGERS



4.EMOTIONS: BEFORE/AFTER

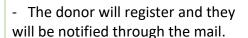
- Before: Anxiety, Stress, Scared

- After : Relaxed, Happy

10.YOUR SOLUTION

- Finding the respective donor and notify them through email for the requests.

8.CHANNELS OF BEHAVIOUR



- It will acts as a communication channel.

Identify strong TR & EM