

PROJECT DESIGN PHASE-I

PROBLEM - SOLUTION FIT

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

Define CS, fit into CC	1.CUSTOMER SEGMENT CS <ul style="list-style-type: none"> - The recipient who are in need of plasma. - The NGO's & hospital managements. 	6.CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> - There is no connection details between the customers. - Unavailability of plasma at the needed time. 	5.AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> - 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

Focus on J&P, tap into BE, understand RC	2.JOBS TO BE DONE/PROBLEMS J&P <ul style="list-style-type: none"> - Establish a connection between the donor and the recipient. - Notify donors at the correct time. - Demand has increased. 	9.PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> - 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 BE <ul style="list-style-type: none"> - The recipient will get the plasma at the right time. - The donors whose details, stored in database during registration will be notified. 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3.TRIGGERS TR <ul style="list-style-type: none"> - We can advertise the web app through the NGO's and through the pharmaceutical companies. <hr/> 4.EMOTIONS: BEFORE/AFTER EM <ul style="list-style-type: none"> - Before : Anxiety, Stress, Scared - After : Relaxed, Happy 	10.YOUR SOLUTION SL <ul style="list-style-type: none"> - Finding the respective donor and notify them through email for the requests. 	8.CHANNELS OF BEHAVIOUR CH <ul style="list-style-type: none"> - The donor will register and they will be notified through the mail. - It will acts as a communication channel. 	Identify strong TR & EM