## **PROJECT DESIGN PHASE-I PROBLEM - SOLUTION FIT**

Date	19 September 2022
Team ID	PNT2022TMID13434
Project Name	PLASMA DONOR APPLICATION
Maximum Marks	2 Marks

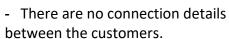
## **1.CUSTOMER SEGMENT**

plasma.

- The recipient who are in need of







**6.CUSTOMER CONSTRAINTS** 





- The NGO's & hospital managements.
- Unavailability of plasma at the needed time.
- Seeking help through social media.

**5.AVAILABLE SOLUTIONS** 

- 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



- Establish a connection between the donor and the recipient.
- Notify donors at the correct time.
- Demand has increased.

## **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**



- 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

## 3.TRIGGERS



- We can advertise the web app through the NGO's and through the pharmaceutical companies.

## **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**



- The donor will register and they will be notified through the mail.
- It will act as a communication channel.

## Identify strong TR & EM