

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

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

Define CS, fit into CC	<b>1.CUSTOMER SEGMENT</b> <b>CS</b> <ul style="list-style-type: none"><li>- The recipient who are in need of plasma.</li><li>- The NGO's &amp; hospital managements.</li></ul>	<b>6.CUSTOMER CONSTRAINTS</b> <b>CC</b> <ul style="list-style-type: none"><li>- There are no connection details between the customers.</li><li>- Unavailability of plasma at the needed time.</li></ul>	<b>5.AVAILABLE SOLUTIONS</b> <b>AS</b> <ul style="list-style-type: none"><li>- Seeking help through social media.</li><li>- Existing system involves, only the collection of donor data and will not notify the about the recipient.</li></ul>	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	<b>2.JOBS TO BE DONE/PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"> <li>- Establish a connection between the donor and the recipient.</li> <li>- Notify donors at the correct time.</li> <li>- Demand has increased.</li> </ul>	<b>9.PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"> <li>- 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.</li> </ul>	<b>7.BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"> <li>- The recipient will get the plasma at the right time.</li> <li>- The donors whose details, stored in database during registration will be notified.</li> </ul>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3.TRIGGERS</b> <b>TR</b> <ul style="list-style-type: none"> <li>- We can advertise the web app through the NGO's and through the pharmaceutical companies.</li> </ul> <hr/> <b>4.EMOTIONS: BEFORE/AFTER</b> <b>EM</b> <ul style="list-style-type: none"> <li>- Before: Anxiety, Stress, Scared</li> <li>- After: Relaxed, Happy</li> </ul>	<b>10.YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"> <li>- Finding the respective donor and notify them through email for the requests.</li> </ul>	<b>8.CHANNELS OF BEHAVIOUR</b> <b>CH</b> <ul style="list-style-type: none"> <li>- The donor will register and they will be notified through the mail.</li> <li>- It will act as a communication channel.</li> </ul>	Identify strong TR & EM