

Project Design Phase-I

Problem – Solution Fit Template

Date	02 October 2022
Team ID	PNT2022TMID28121
Project Name	Plasma donor application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

Problem-Solution Fit canvas		Purpose / Vision	Version
1. CUSTOMER SEGMENT(S) CS Anyone above the age of 21 can donate. We working on plasma therapy is process where blood is donated and received	6. CUSTOMER LIMITATIONS CL You can donate plasma every 28 days, up to 13 times per year. While the FDA does not allow donors to give plasma more frequently. Limited no of users can use it at the same time.	5. AVAILABLE SOLUTIONS AS It allows people to help others It is a relatively safe process The process can be very uncomfortable and It depletes the calcium levels in the body	Define CS, CL into CS
2. PROBLEMS / PAINS PR The side effects of plasma donation include nausea and dizziness and fainting in some cases. You may develop a raised bump or experience continued bleeding and bruising at the needle site too. Some people might experience pain and physical weakness after donating plasma.	9. PROBLEM ROOT / CAUSE RC Localized allergic reaction Air embolism and Hemolysis Bruising and discomfort	7. BEHAVIOR BE This app is used to make donation and receiving process easier so that anyone can easily access and use it. Intensity of this application is to connect donor and receiver in single platform. donor can fill the interest form to donate.	Focus on PR, BE into BE, understand RC
3. TRIGGERS TO ACT TR Many people needs plasma for their treatment. Plasma donation really used for covid affected people for recovering faster.	10. YOUR SOLUTION SL our app allows the user to request and donate plasma to requested person. Receiver can directly contact the donor and receive plasma. When you donate plasma, the blood that's drawn from your arm goes through a special machine to separate the different parts of your blood. Then we get plasma which can be used for transfusion.	8. CHANNELS of BEHAVIOR CH ONLINE Online app allows user to make donation and receiver process easier. send request from anywhere anytime. OFFLINE users to visit nearby camp or hospital and donate as well as receive plasma.	Identify TR & SL Extract online & offline CH of BE
4. EMOTIONS EM BEFORE / AFTER Donor get fear, anxiety prior to donation give way to largely positive emotional states like relaxation following donation			

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

