

# PROJECT DESIGN PHASE I - SOLUTION FIT

<b>DATE</b>	<b>22 September 2022</b>
<b>PROJECT I'D</b>	<b>PNT2022TMID02973</b>
<b>PROJECT NAME</b>	<b>PLASMA DONOR APPLICATION</b>

<p>1. CUSTOMER SEGMENT(S)</p> <ul style="list-style-type: none"> <li>Donors</li> <li>Patient</li> <li>Hospitals</li> </ul>	<p>2. CUSTOMER CONSTRAINTS</p> <ul style="list-style-type: none"> <li>Regular Internet connection</li> <li>Donor health condition</li> <li>unavailability of plasma</li> </ul>	<p>5. AVAILABLE SOLUTIONS</p> <p>The existing application used only collecting details of donors but it does not notify them at the right time. Our solution is building a website that notifies the donors at the right time.</p>
<p>3. JOB-TO-BE-DONE/PROBLEMS</p> <ul style="list-style-type: none"> <li><b>Difficult</b> to find donors at the right time / at the time of emergency.</li> <li>Donors not aware of plasma requirements.</li> </ul>	<p>9. PROBLEM ROOT CAUSE</p> <ul style="list-style-type: none"> <li>Not able to find the donors at the time of emergency.</li> <li>Count of donors has been tremendously decreasing since hospital management couldn't contact them or get them notified at the right.</li> </ul>	<p>7. BEHAVIOUR</p> <p>The customer comes forward to</p> <ul style="list-style-type: none"> <li>Attend plasma donation camps.</li> <li>Donate plasma</li> <li>The hospital management/patient is able to find plasma donors at the right time.</li> </ul>
<p>3. TRIGGERS</p> <p>Blood donation improves or saves lives and enhances social solidarity. It is also influenced by increasing deaths due to unavailability of plasma at required times.</p>	<p>10. YOUR SOLUTION</p> <p>Creating website which will provide information about available donors and plasma. If not available, the customer will be notified when plasma is available.</p>	<p>8. CHANNELS OF BEHAVIOUR</p> <p><b>Online:</b></p> <p>Can use the website to find donors.</p> <p><b>Offline:</b></p> <p>Can use the record maintained by the hospital.</p>
<p>4. EMOTIONS: BEFORE 'AFTER</p> <p>Before: Patient is in a hard time, not able to find donors, feeling of helplessness.</p> <p>After: The donors and customers have a feeling of satisfaction.</p>		