

Team Id	PNT2022TMID02933
Project Name	Plasma Donor Application

Project Title: Plasma Donor Application Project Design Phase-I - Solution Fit Template Team ID: PNT2022TMID02933

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Patients Plasma Donors Blood banks Hospitals 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Unstable network connection Rarity of Patients' Blood Group Availability of donors/patients in the locality at a given time 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Existing solutions provide: <ul style="list-style-type: none"> Contact details of donors Availability of blood groups Existing solutions lack: <ul style="list-style-type: none"> Immediate notifications Real-time data updation Solutions to FAQs 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Patients find it difficult to get plasma at the right time Donors find it difficult to connect with patients nearby immediately 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Lack of an application that works quickly and notifies users to deal with emergencies Complexity of the provided donor list with insufficient details and filters to get what the user needs 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Get help from social media Seek help from friends and wellwishers Search the web for plasma donation related queries (such as Do's and Don'ts) 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> See friends and wellwishers donating plasma Reading articles about benefits of plasma donation Learning about the demand for plasma and its effects 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Immediate notifications upon requests/availability of plasma Real-time updation of donor data Chatbot to resolve queries within the app itself Find donors or patients nearby easily 	8. CHANNELS of BEHAVIOUR CH <div> 8.1 ONLINE <ul style="list-style-type: none"> Social Media Chat applications Search Engines (for FAQs) </div> <div> 8.2 OFFLINE <ul style="list-style-type: none"> In-person meetings Phone calls text messages </div>	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Patients: <ul style="list-style-type: none"> fear > calmness helpless > grateful Donors: <ul style="list-style-type: none"> depression > satisfaction regretful > delightful 			