**Project Title: Plasma Donor Application Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID23106

**Focus on J&P, tap into BE, understand RC**

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

**AS**

**5. AVAILABLE SOLUTIONS**

* Plasma request notification
* \*Inviting a friend
* \*Easy communication
* Donor and recipient safety
* Shortage of plasma
* Transportation
* Convalescent plasma

**CS**

**6. CUSTOMER CONSTRAINTS**

**CS**

1. **CUSTOMER SEGMENT(S)**

* Plasma donor
* Plasma recipient

**Explore AS, differentiate**

**Define CS, fit into CC**

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* Research more about plasma requirements
* Develop and improve awareness about plasma
* Connect with donors and maintain a healthy relationship between people

**BE**

**7. BEHAVIOUR**

What does your customer do to address the problem and get the job done?

**RC**

**9. PROBLEM ROOT CAUSE**

* Plasma matching
* Healthy plasma
* Transportation

**J&P**

**2. JOBS-TO-BE-DONE / PROBLEMS**

**Scope of activity**

* Plasma donor application is a software application is built in such a way that it suitable for all types of recipients
* It should capable of matching donor and recipient details
* Ensuring the correct details of individuals is important
* Filtering of plasma is difficult

**Focus on J&P, tap into BE, understand RC**

**Focus on J&P, tap into BE, understand RC**

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| --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**   * Donor availability * Nursing services * Societal pressure * Mismatching problem | **10. YOUR SOLUTION**   * Plasma donation helps the people who are in need * After donation, people feel better about them and maintain a healthy physique * In a normal human being, plasma donation offers a large number of benefits and very little risks * But it’s important to take precautions so that the donor gives plasma safely. | 1. **CHANNELS of BEHAVIOUR CH**   **Online**   * Apply and maintain a connection with application * Also search about plasma donor   **Offline**   * Learn about plasma donor application in open source platforms as well as in our website. |
| **4. EMOTIONS: EM**  **BEFORE:**   * Stress * Fear * Anxiety   **AFTER:**   * Boost Your Mood * Gained confidence * Maintain a healthy diet * Lead a peaceful life |