

PROJECT DESIGN PHASE – I

PROPOSED SOLUTION FIT

S.NO	PARAMETER	DESCRIPTION
1	JOBS-TO-BE- DONE/PROBLEMS	Difficult to find donors at the right time / at the time of emergency. Donors not aware of plasma requirements.
2	TRIGGERS	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.
3	EMOTIONS: BEFORE/AFTER	Before: Patient/ hospital find it hard to get a right resource to get plasma leaving them upset.
		After: The donors and customers have a feeling of satisfaction.
4	CUSTOMER CONSTRAINTS	Regular Internet connection is needed and Unavailability of plasma
5	PROBLEM ROOT CAUSE	Not able to find the donors at the time of emergency. Count of donors has been tremendously decreasing since hospital management couldn't contact them or get them notified at the right.
6	YOUR SOLUTION	Creating website which will provide information about available donors and plasma. If not available, the customer will be notified when plasma is available.