

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID16757
Project Name	Project - Plasma Donor Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Blood Donor	Donate Plasma / Blood	Limited Number of people receives plasma	No enough plasma bank is available and can locate easily	Bad and Helpless
PS-2	Doctor	Locate a Plasma Donor	No donor can be found easily near me	No specific app or web services found for plasma donation	Frustrated and unstated situation