

Project Design Phase-I  
Problem – Solution Fit Template

Date	19 September 2022
Project Name	Project - PLASMA DONOR APPLICATION
Maximum Marks	2 Marks

Define CS, fit into CC	<p><b>1. CUSTOMER SEGMENT</b> <span>CS</span></p> <ul style="list-style-type: none"> <li>-Our customers include the people who are in need of blood plasma.</li> <li>-All the Hospitals and voluntary organizations.</li> </ul>	<p><b>6.CUSTOMER CONSTRAINTS</b> <span>CC</span></p> <ul style="list-style-type: none"> <li>-Lack of communication details of the blood plasma donor.</li> <li>-Lack of awareness among people as no one comes forward to help with blood plasma.</li> </ul>	<p><b>5. AVAILABLE SOLUTIONS</b> <span>AS</span></p> <ul style="list-style-type: none"> <li>-Customers try with their relatives and friends or on social media platforms in case of an emergency.</li> <li>-Pros are which the donor can be found sometimes but lack of availability of contact details of the donor makes it difficult to find them.</li> </ul>	Explore AS, differentiate
Focus on J&P, tap into BE,	<p><b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span></p> <ul style="list-style-type: none"> <li>-Communication between recipient and donor.</li> <li>-Notify the donor regarding the emergency.</li> <li>-Also sending notifications to nearby blood banks to find recipients.</li> </ul>	<p><b>9. PROBLEM ROOT CAUSE</b> <span>RC</span></p> <ul style="list-style-type: none"> <li>-The Lack of awareness between common people to come forward to donate plasma has become less as they fear the side effects and the impact of Global Pandemic, Covid-19 has created a demand for blood plasma as it is the available cure for the sickness.</li> </ul>	<p><b>7. BEHAVIOUR</b> <span>BE</span></p> <ul style="list-style-type: none"> <li>-The customer checks for the donors within his/her circle which is directly related.</li> <li>-Indirectly associated behavior includes complaining towards people the lack of availability and searching for the donor with irrelevant contacts.</li> </ul>	Focus on J&P, tap into BE,
Identify strong TR & E M	<p><b>3.TRIGGERS</b> <span>TG</span></p> <ul style="list-style-type: none"> <li>-Rewards to the donors who has completed donation.</li> <li>-Advertise through Ads and Videos regarding awareness of blood plasma donation.</li> </ul> <hr/> <p><b>4.EMOTIONS: BEFORE/AFTER</b> <span>EM</span></p> <ul style="list-style-type: none"> <li>-Before : Anxiety, Stress, volatile.</li> <li>-After : Happy, Relaxed.</li> </ul>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <ul style="list-style-type: none"> <li>-The app provides the confidence without fear.</li> <li>-The app gives assurance that the patient will somehow get the blood plasma.</li> <li>-It sends alerting messages to the donor for quick response from the donor.</li> </ul>	<p><b>8.CHANNELS OF BEHAVIOUR</b> <span>CH</span></p> <ul style="list-style-type: none"> <li>-Through online, the customer can find the details of the donor from social media platforms.</li> <li>-Through offline, the customer can find the details of the donor from their friends/family circle.</li> </ul>	Identify strong TR & EM