 Purpose / Vision: Developing a Plasma Donor Application TEAM ID: PNT2022TMID17544

**1. CUSTOMER SEGMENTS**

**CS**

**6. CUSTOMER CONSTRAINT**

**CC**

1. **AVAILABLE SOLUTIONS**

**AS**

* + Willing plasma donors

**Deﬁne CS, ﬁt into**

* + Plasma requestors
  + Hospitals
  + Plasma banks
  + Network connection.
  + Available devices – currently only web browser based, no viable mobile apps.
  + Donor limitations such as weight, health history etc.
  + Plasma donation drives, existing sites like DelhiFightsCorona.
  + These do not verify negative Covid test report.
  + Frozen plasma in banks can be thawed when in need.

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

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

**J&P**

**9. PROBLEM ROOT CAUSE**

**RC**

1. **BEHAVIOUR**

**BE**

* + Hard to facilitate streamlined donor applications online.
  + Giving plasma easily to Covid-19 patients.
  + Ensure applicants do not back out later
  + Checking for other donor limitations
  + People assume plasma treatment is not safe because of side effects and is expensive.
  + Rise in Covid-19 infections has brought focus on need for donors.
  + Existing methods to donate are very few and poorly organized.
  + Directly related – find trustworthy plasma banks, verify their ability to donate and donates when needed.
  + Indirectly related - Users spend free time volunteering with plasma and blood banks and participating in onsite donation drives.



**Explore AS,**

**Extract online & ofﬂine CH of BE**

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

1. **TRIGGERS TR** 
   * Seeing others donating plasma.
   * Reading about innovations in convalescent plasma therapy.
   * Seeing the rising Covid-19 cases.

**Identify strong TR & EM**

1. **EMOTIONS: BEFORE / AFTER EM** 
   * Worry when plasma not available.
   * Frustration due to poor services and methods for donation.
   * Satisfaction in helping others.
   * Joy from recovering.
2. **YOUR SOLUTION SL** 
   * An online application that takes the donor’s information via simple forms and stores their contact details.
   * When a requirement for plasma arises, the requester can search the database for matching donors and place requests with them.
   * The system helps keep track of past and upcoming plasma donation events.
   * It also provides general instructions on plasma donation, the popular plasma banks in major cities etc.
3. **CHANNELS of BEHAVIOUR CH**
   1. **ONLINE**

* Search for plasma donation sites and trustworthy blood banks.
* Book slots for plasma donation and receiving.
  1. **OFFLINE**
* Book slots and get admitted for plasma donation and receiving at hospitals.
* Fill donation forms by hand
* Go through multiple levels of paperwork for receiving plasma