

Project Design Phase-I
Problem – Solution Fit Template

Date	19 September 2022
Team ID	PNT2022TMID49791
Project Name	Project - PLASMA DONOR APPLICATION
Maximum Marks	2 Marks

1. CUSTOMER SEGMENT

CS

- Our customers include the people who are in need of blood plasma.
- All the Hospitals and voluntary organizations.

6. CUSTOMER CONSTRAINTS

CC

- Lack of communication details of the blood plasma donor.
- Lack of awareness among people as no one comes forward to help with blood plasma.

5. AVAILABLE SOLUTIONS

AS

- Customers try with their relatives and friends or on social media platforms in case of an emergency.
- Places where the donor can be found sometimes but lack of availability of contact details of the donor makes it difficult to find them.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Communication between recipient and donor.
- Notify the donor regarding the emergency.
- Also sending notifications to nearby blood banks to find recipients.

9. PROBLEM ROOT CAUSE

RC

- 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.

7. BEHAVIOUR

BE

- The customer checks for the donor within his/her circle which is directly related.
- Indirectly associated behavior includes complaining towards people the lack of availability and searching for the donor with irrelevant contacts.

3. TRIGGERS

TG

- Referrals to the donors who have completed donation.
- Advertise through Ads and Videos regarding awareness of blood plasma donation.

4. EMOTIONS: BEFORE/AFTER

EM

- Before : Anxiety, Stress, volatile.
- After : Happy, Relaxed.

10. YOUR SOLUTION

SL

- The app provides the confidence without fear.
- The app gives assurance that the patient will somehow get the blood plasma.
- It sends alerting messages to the donor for quick response from the donor.

8. CHANNELS OF BEHAVIOUR

CH

- Through online, the customer can find the details of the donor from social media platforms.
- Through offline, the customer can find the details of the donor from their friends/family circle.