**Project Title : Plasma Donor Application Project Design Phase-I** - **Solution Fit Template Team ID:** PNT2022TMID43155

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

**Explore AS, differentiate**

**Deﬁne CS, ﬁt into CC**

**AS**

**5. AVAILABLE SOLUTIONS**

- The suggestion made by the user/customer are important in these kinds of application

- In the such cades the most important suggestion of the user/customer are developed and made available in updates

-There is no foundation of using this application because the user/customer who is having knowledge of this application can work on it easily

**CC**

**6. CUSTOMER CONSTRAINTS**

**CS**

**1. CUSTOMER SEGMENT(S)**

­-The user/customer who belonging to the medical department

**Explore AS, differentiate**

**Define CS, fit into CC**

* The user/customer is new to use this application
* The user/customer have no knowledge

About this application

* When the user/customer missed out the proper guidance about how to use handle this application

**BE**

**7. BEHAVIOUR**

**RC**

**9. PROBLEM ROOT CAUSE**

-The user/customer is new to use this application

-The user/customer have no knowledge about this application

-When the user/customer missed out the proper guidance about how to use handle this application

**J&P**

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

-The user/customer found inconvenient in this plasma donor application that the user expecting more specification could be added if possible

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

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**Identify strong TR & EM**

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| --- | --- | --- | --- | --- |
| **Identify strong TR & EM** | **3. TRIGGERS TR**  -The awareness of the application motivates the users to use this application | **10. YOUR SOLUTION SL**  - The suggestion which made by the user/customer user will be noted and the apt suggestions will be added in further updates | 1. **CHANNELS of BEHAVIOUR CH**   **ONLINE**   * Awareness videos/content made the donor to donate the plasma   **OFFLINE**   * To encourage and motivate the medical field-oriented personal to use the application |  |
| **4. EMOTIONS: BEFORE / AFTER EM**  Before – when the users/customers expected specification not met makes them enthusiastic  After – As the users/customers who recovered from there errors they will becomes comfortable and friendly with this environment |