

Project Design Phase-I
Problem – Solution Fit Template

Date	02 October 2022
Team ID	PNT2022TMID32997
Project Name	Plasma donor application
Maximum Marks	2 Marks

Problem – Solution Fit Template:

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

Template:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) There will be 2 types Customers ->Hospital management ->Consumers ->Blood donors ->Requesting for blood to a operation / surgery	CS	6. CUSTOMER CONSTRAINTS -> Is it secure? -> Is the source legit? -> Whether will I get the blood on time? -> Is the donation worthful and secure?	CC	5. AVAILABLE SOLUTIONS Till now all the blood donation and blood transaction is done via Hospital and it will be a manual and physical process so it may consume a lot of time and work. Our solution is to build an application so that physical work will be reduced and most of the documentation work will be over within the application.	AS	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS -> Need to create and portal for all types of user login -> UI must be simple and neat so that the user can navigate to anywhere they want too. -> Data integrity and consistency must be maintained -> Document verification must be done automatically	J&P	9. PROBLEM ROOT CAUSE The need of the solution is to reduce the time of the manual process and even to expand the accessibility region so the beneficiary will increase.	RC	7. BEHAVIOUR The customer will go up to an hospital for donating the blood / Need of blood for the surgery but now they can use our application to do it and documentation work can be completed via online portal and dates for the transfer can be booked	BE	
Focus on J&P, tip into BE, understand RC							Focus on J&P, tip into BE, understand RC
Identify strong TR & EM	3. TRIGGERS The need for the blood within a certain time limit can make the user to use our application	TR	10. YOUR SOLUTION Our solution is to build an application where blood donation can be done / even the requisition of blood can also be done with proper verification and documentation of all the work that has been and will be done.	SL	8. CHANNELS of BEHAVIOUR 8.1 ONLINE The customer needs to register themselves in the application and then do all the documentation and verification work. 8.2 OFFLINE Physically need to go and donate the blood and do the manual process which can't be avoided	CH	Identify strong TR & EM
	4. EMOTIONS: BEFORE / AFTER Customers were confused, emotionally and mentally in a worse condition but after using the application they will be able to save their loved one and their mental condition will become stable now.	EM					