

Ideation Phase

Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID38699
Project Name	Project – Plasma Donor Application
Maximum Marks	2 Marks

Customer Problem Statement Template:

Create a problem statement to understand your customer's point of view. The Customer Problem Statement template helps you focus on what matters to create experiences people will love.

A well-articulated customer problem statement allows you and your team to find the ideal solution for the challenges your customers face. Throughout the process, you'll also be able to empathize with your customers, which helps you better understand how they perceive your product or service.

I am	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
I'm trying to	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
but	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
because	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
which makes me feel	Describe the emotions from the customer's point of view - how does it impact them emotionally?	Describe the emotions the result from experiencing the problems or barriers

Reference: **Example:**

I am	I'm trying to	But	Because	Which makes me feel
a donor	donate my blood	i not able to sure about this	this is for first time i donate a bood	so i feel very desire and fear.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	Donors	When The blood donation event schedule is normally advertised to the public.	I am did not known this event.	So that they are not aware of the blood donation campaign period.	The public did not have knowledge about blood donation.
PS-2	Public	The public are not getting any details information about blood donation unless they go to the blood donation house.	There are brochures distributed to the Donors, the schedule of the month is using whiteboard and it is written by using whiteboard marker.	These details can be viewed by the public so that they know and they can allocate some time to go and donate their blood	By giving awareness to the public, this will Increases volunteers to donate their blood.
PS-3	Women	Without Fear/Uncomfortable about donating blood.	But I am not control me that time.	The colour of the bloods make me a unconscious.	So I am try to not present in this type of places.
PS-4	Donors	Good quality care of donation center.	Most of the donating center was not working properly.	The maintenance of the blood center is not sure.	So i fear as any side effects or any type of infection is come to me.