

PROJECT DESIGN PHASE - 1

PROBLEM SOLUTION FIT

Date	26 October 2022
Team ID	PNT2022TMID17803
Project Name	Plasma Donor Application
Maximum Marks	2 Marks

Solution Fit:

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids <ul style="list-style-type: none"> Patients who need Blood Plasma Healthy individuals of age between 18 to 65 	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. <ul style="list-style-type: none"> Compatible Donors Region based availabilities Timely delivery 	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking <ul style="list-style-type: none"> Direct Referrals : need to have good network of friends Blood Banks : Some times lack compatible plasma type. 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <ul style="list-style-type: none"> Connect the eligible donor with the receiver Pre-check all the eligibility categories in the interested donors Give priority to receiver based on their location. 	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. <ul style="list-style-type: none"> Lack of medium to connect donor and receivers. Recent days need for plasma have drastically increased to cure wide range of illness. 	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) <ul style="list-style-type: none"> Plasma receiver must check with various source to get donation on time. Donor must know about procedures of plasma donation 	
Identify strong TR & EM	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. <ul style="list-style-type: none"> Receive compatible donor on time 	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. <p>The goal is to connect plasma requesters and donors through a reliable but entertaining gateway, acting as a seamless medium of interaction that benefits both donors and recipients.</p>	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 <p>Connect via simple portal , spread awareness.</p> 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. <p>Use hospital sources to connect donors</p>	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. <ul style="list-style-type: none"> Before : Uncertainty After : Cheerful 			