

Project design phase I

Problem-solution fit

Project:plasma donor application

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Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS People who need plasma and donate plasma Hospital and clinics	6. CUSTOMER CONSTRAINTS CC Unavailability of plasma Donor's within the nearest location.	5. AVAILABLE SOLUTIONS AS Posting the situation in the social media like whatsapp, instagram,twitter etc. The existing application used only collection details of donor,but it doesn't notified them at the right time	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Helps the needy or plasma seekar to find the donor's available to their nearest location. Plasma demand and supply gap has grown even bigger	9. PROBLEM ROOT CAUSE RC Localized allergic reaction air embolism and hemolysis bruising and discomfort.	7. BEHAVIOUR BE The user /patient finds the right plasma donor application and interacts with the application registers by giving the details has a donor. Donor can fill the interest form to donate	
Identify strong TR & EM	3. TRIGGERS TR Many people needs plasma for their treatment.plasma donation really used for covid affected people for recovering faster	10. YOUR SOLUTION SL Finding respective donor, alerting recipient via email when the plasma is available	8.CHANNELS of BEHAVIOUR CH Online app allows user to make donation and receiver process easier sent request anywhere and any time	
	4. EMOTIONS: BEFORE / AFTER EM Donor get fear, anxiety prior to donation give way to largely positive emotional states like relaxation following donation			

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

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