Project Title: Plasma donor application   **Project Design Phase-I - Solution Fit**   **Team ID:** PNT2022TMID51780

Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S)   `CS`

- Donor who were interested to donate (age limit 18-65)
- Plasma recipient
- Hospitals
- Plasma banks

6. CUSTOMER CONSTRAINTS   `CC`

- Few customers were easily frightened
- Customers don't know where to donate
- Donor must be fit and healthy to donate.
- Donor doesn't know the nearest donor
- Can't donate whenever they wish

5. AVAILABLE SOLUTIONS   `AS`

- Contacting people to donate plasma at risky situation
- The donor and recipient have same platform to monitor the availability and request
- Recipient gets recovered

2. JOBS-TO-BE-DONE / PROBLEMS

- Peoples were unaware
- Right donors are not available at perilous situation
- Demand of plasma is high but lack of donors

9. PROBLEM ROOT CAUSE   `RC`

- First time to donate.
- Lack of awareness

7. BEHAVIOUR   `BE`

- Volunteers comes forward to help others
- Plasma donation camp helps needy people.
- Available donor list will be displayed when customer request

3. TRIGGERS

- At exigency situation
- Cognizance will be created
- Lives can be salvaged

4. EMOTIONS: BEFORE / AFTER

BEFORE: `EM`

- Frustrated to find right donor at right situation
- Affrighted about side effects
- Less knowledge
- Lack of awareness

AFTER:

- Self-satisfied
- Reduce death rate
- Save others life at risky situation
- Boot your mood
- People won't afraid to donate for next time

10. YOUR SOLUTION `SL`

The solution for this problem is to create cloud based web application which connect the plasma donor and recipient

8. CHANNELS of BEHAVIOUR `CH`

ONLINE

- Search for plasma donor through online easily
- Clear your doubts
- Notification will be sent to the donor
- Contacting others through social media

OFFLINE

- Plasma campaigns
- Donate plasma
- Awareness
- Contact friends and neighbors