

## Ideation Phase

### Define the Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID32947
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.

<b>I am</b>	Describe customer with 3-4 key characteristics - who are they?	Describe the customer and their attributes here
<b>I'm trying to</b>	List their outcome or "job" the care about - what are they trying to achieve?	List the thing they are trying to achieve here
<b>but</b>	Describe what problems or barriers stand in the way - what bothers them most?	Describe the problems or barriers that get in the way here
<b>because</b>	Enter the "root cause" of why the problem or barrier exists - what needs to be solved?	Describe the reason the problems or barriers exist
<b>which makes me feel</b>	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: [https://miro.com/app/board/uXjVPUT93wU=](https://miro.com/app/board/uXjVPUT93wU=/)

#### Example:

I am a recipient	I'm trying to get plasma transfusion	But I'm unable to find any donors	Because I'm unaware of the plasma availability	Which makes me feel devastated
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Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because	Which makes me feel
PS-1	A donor	Donate plasma	I'm unaware of the	I don't know much about the plasma	Dim-witted

			platforms	donation sites	
PS-2	A recipient	Get plasma	I'm unable to find donors	I'm unaware of the donors availability	Depressed about my life