

# Project design phase -1

## Problem Solution Fit

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|--------------|--------------------------|
| Date         | 14 October 2022          |
| Team ID      | PNT2022TMID52216         |
| Project Name | Plasma Donor Application |

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|-------------------------|---|--|--|-----------------------------------|
| Define CS, fit into CC  | <b>1. CUSTOMER SEGMENT(S)</b><br><small>Who is your customer?<br/>I.e. working parents of 0-5 y.o. kids</small><br><br>The user/customer who belonging to medical department  | <b>6. CUSTOMER CONSTRAINTS</b><br><small>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.</small><br><br>There is no boundation of using this application because the user/customer who is having knowledge of this application can work on it easily  | <b>5. AVAILABLE SOLUTIONS</b><br><small>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 &amp; cons do these solutions have? I.e. pen and paper is an alternative to digital notetaking</small><br><br>The suggestion made by the user/customer are implemented in these kinds of applications.<br>In the such cases the most important suggesstions of the user /customer are developed and made available in updates | Explore AS, differentiate         |
|                         | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b><br><small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</small><br><br>The awareness of the application motivates the user to use this application.  | <b>9. PROBLEM ROOT CAUSE</b><br><small>What is the real reason that this problem exists?<br/>What is the back story behind the need to do this job?<br/>I.e. customers have to do it because of the change in regulations.</small><br><br>The user/customer is new to this application.<br>The user/customer have no knowledge about this application.   | <b>7. BEHAVIOUR</b><br><small>What does your customer do to address the problem and get the job done?<br/>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)</small><br><br>The user/customer use different devices in their hands.<br>Medical people can use this application regularly while comparing to others.  |                                   |
| Identify strong TR & EM | <b>3. TRIGGERS</b><br><small>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</small><br>The awareness of this application motivates the users to use this applications.   | <b>10. YOUR SOLUTION</b><br><small>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.<br/>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.</small><br><br>The suggestion which made by the user will be noted and the apt suggestions will be added in further updates | <b>8. CHANNELS of BEHAVIOUR</b><br><b>8.1 ONLINE</b><br><small>What kind of actions do customers take online? Extract online channels from #7</small><br>Advertise online videos with influence to test the product and promote it.  | Extract online & offline CH of BE |
|                         | <b>4. EMOTIONS: BEFORE / AFTER</b><br><small>How do customers feel when they face a problem or a job and afterwards?<br/>How do customers feel when they face a problem or a job and afterwards?<br/>How do customers feel when they face a problem or a job and afterwards?</small><br>Before-expected 'specification' not met makes enthusiastic.<br>After-who recovered from the error they will become comfortable. |  | <b>8.2 OFFLINE</b><br><small>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</small><br>To encourage and motivate the medical field oriented personnel to use this application.  |                                   |

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| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b><br>Who is your customer?<br>I.e. working parents of 0-5 y.o. kids<br><br>The customer who belonging to medical department  | <b>6. CUSTOMER CONSTRAINTS</b><br>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.<br><br>Thereis no boundation of using application because user who is having knowledge of this application can work on it easily   | <b>5. AVAILABLE SOLUTIONS</b><br>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<br><br>The solution for this problem is that the user should make sure of his/her donation details updated. The user can verify the details before or after updating in this application. | Explore AS, differentiate                |
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| Focus on J&P, tap into BE, understand RC | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b><br>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.<br><br>The user continuously receiving notification for the requirement to donate plasma ,before 2 weeks only user had to donate blood or plasma                               | <b>9. PROBLEM ROOT CAUSE</b><br>What is the real reason that this problem exists?<br>What is the back story behind the need to do this job?<br>I.e. customers have to do it because of the change in regulations.<br><br>The user is new to use this application<br>The user have no knowledge about this application   | <b>7. BEHAVIOUR</b><br>What does your customer do to address the problem and get the job done?<br>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)<br><br>The user use different devices in their hands<br>Medical people can use this application regularly while comparing to others   | Focus on J&P, tap into BE, understand RC |
|  |  |   |  |  |
| Identify strong TR & EM                  | <b>3. TRIGGERS</b><br>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.<br><br>The awareness of the application motivates the user to use this application   | <b>10. YOUR SOLUTION</b><br>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.<br>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.<br><br>The suggestion which made by the user will be noted and the apt sugessions will be added in further updates | <b>8. CHANNELS of BEHAVIOUR</b><br><b>8.1 ONLINE</b><br>What kind of actions do customers take online? Extract online channels from #7<br><br>Awareness videos made the donor to donate plasma<br><br><b>8.2 OFFLINE</b><br>What kind of actions do customers take offline? Extract offline channels from #7 and use them for<br>To encourage and motivate the medical field oriented personnel to use the application   | Extract online & offline CH of BE        |
|  | <b>4. EMOTIONS: BEFORE / AFTER</b><br>How do customers feel when they face a problem or a job and afterwards?<br>I.e. lost, ashamed > confident, in control - use it in your communication strategy & design.<br>Before-who often receives this type of errors make them hates<br>After-Who overcomes from these errors they will become comfortable |   |  |  |

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| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b><br>Who is your customer?<br>i.e. working parents of 0-5 y.o. kids<br><br>The customer who belonging to medical department  | <b>6. CUSTOMER CONSTRAINTS</b><br>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.<br><br>There is no boundation of using application because user who is having knowledge of this application can work on it easily   | <b>5. AVAILABLE SOLUTIONS</b><br>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<br><br>The user can use the availability of chatbot<br>Either the user can make use of others help who know to use this application wisely | Explore AS, differentiate                |
|  |  |  |   |  |
| Focus on J&P, tap into BE, understand RC | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b><br>Which jobs-to-be-done (or problems) do you address for your customers?<br>There could be more than one; explore different sides.<br><br>The new user trying to use plasma donor application but they don't how to use the donor application.   | <b>9. PROBLEM ROOT CAUSE</b><br>What is the real reason that this problem exists?<br>What is the back story behind the need to do this job?<br>i.e. customers have to do it because of the change in regulations.<br><br>The user is new to use this application<br>The user have no knowledge about this application  | <b>7. BEHAVIOUR</b><br>What does your customer do to address the problem and get the job done?<br>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)<br><br>The user use different devices in their hands<br>Medical people can use this application regularly while comparing to others  | Focus on J&P, tap into BE, understand RC |
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| Identify strong TR & EM                  | <b>3. TRIGGERS</b><br>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.<br><br>The awareness of the application motivates the user to use this application   | <b>10. YOUR SOLUTION</b><br>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.<br>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.<br><br>The new user should have basics knowledge about the application and read user manual or else use chatbot for guidance. | <b>8. CHANNELS of BEHAVIOUR</b><br><b>8.1 ONLINE</b><br>What kind of actions do customers take online? Extract online channels from #7<br><br>Awareness videos made the donor to donate plasma  | Extract online & offline CH of BE        |
|  | <b>4. EMOTIONS: BEFORE / AFTER</b><br>How do customers feel when they face a problem or a job and afterwards?<br>i.e. lost, insecure > confident, in control - use it in your communication strategy & design.<br>Before-who never have used before makes them anxious<br>After-How to use this application they will become comfortable |  | <b>8.2 OFFLINE</b><br>What kind of actions do customers take offline? Extract offline channels from #7 and use them for...<br><br>To encourage and motivate the medical field oriented personnel to use the application   |  |

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| Define CS, fit into CC  | <b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span><br>Who is your customer?<br>I.e. working parents of 0-5 y.o. kids<br><br>The customer who belonging to medical department  | <b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span><br>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.<br><br>Thereis no boundation of using application because user who is having knowledge of this application can work on it easily   | <b>5. AVAILABLE SOLUTIONS</b> <span>AS</span><br>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<br><br>As first user /customer should know their requirement and then minimum knowledge about using this application.                     | Explore AS, differentiate         |
|                         | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span><br>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.<br><br>The user trying to fing plasma during emergency. but don't about how much unit of plasma is available as per request   | <b>9. PROBLEM ROOT CAUSE</b> <span>RC</span><br>What is the real reason that this problem exists?<br>What is the back story behind the need to do this job?<br>I.e. customers have to do it because of the change in regulations.<br><br>The user is new to use this application<br>The user have no knowledge about this application   | <b>7. BEHAVIOUR</b> <span>BE</span><br>What does your customer do to address the problem and get the job done?<br>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)<br><br>The user use different devices in their hands<br>Medical people can use this application regularly while comparing to others |                                   |
| Identify strong TR & EM | <b>3. TRIGGERS</b> <span>TR</span><br>What triggers customers to act? I.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.<br><br>The awareness of the application motivates the user to use this application   | <b>10. YOUR SOLUTION</b> <span>SL</span><br>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.<br>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.<br><br>The user should know the required unit of plasma and then know how to check the availability of plasma in the application | <b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span><br><b>8.1 ONLINE</b><br>What kind of actions do customers take online? Extract online channels from #7<br><br>Awareness videos made the donor to donate plasma   | Extract online & offline CH of BE |
|                         | <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span><br>How do customers feel when they face a problem or a job and afterwards?<br>I.e. lost, insecure > confident, in control - use it in your communication strategy & design.<br>Before- Don't know how to handle this application makes disappointment<br>After-How to use this application they will become comfortable |   | <b>8.2 OFFLINE</b><br>What kind of actions do customers take offline? Extract offline channels from #7 and use them for CH<br><br>To encourage and motivate the medical field oriented personnel to use the application  |                                   |

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|--|---|--|---|-----------------------------------|
| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b><br>Who is your customer?<br>i.e. working parents of 0-5 y.o. kids<br><br>Donor<br>Patient<br>Hospitals  | <b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b><br>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.<br><br>Regular Internet Connection<br>Donor health condition<br>Unavailability of plasma  | <b>5. AVAILABLE SOLUTIONS</b> <b>AS</b><br>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<br><br>The existing application used only collecting details of donors but it does not notify them at right time.<br>Our solution is building a website that notifies the donor at the right time. | Explore AS, differentiate         |
|  | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b><br>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.<br><br>Difficult to find donor at the right time / at the time of emergency.<br>Donors not aware of plasma requirements.   | <b>9. PROBLEM ROOT CAUSE</b> <b>RC</b><br>What is the real reason that this problem exists?<br>What is the back story behind the need to do this job?<br>i.e. customers have to do it because of the change in regulations.<br><br>Not able to find the donor at the right time of emergency.<br>Count of donors has been tremendously decreasing since hospital management couldn't contact them or get them notified at the right.   | <b>7. BEHAVIOUR</b> <b>BE</b><br>What does your customer do to address the problem and get the job done?<br>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)<br><br>The customer comes forward to<br>Attend plasma donation camps.<br>Donate plasma.<br>The hospital management /patient is able to find plasma donors at the right time.                 |                                   |
| Focus on J&P, tap into BE, understand RC | <b>3. TRIGGERS</b> <b>TR</b><br>What triggers customers to act? i.e. seeing their neighbors installing solar panels<br>Blood donation improves or saves lives and enhances social solidarity. It is also influenced by increasing deaths due to unavailability of plasma at the required times.                 | <b>10. YOUR SOLUTION</b> <b>SL</b><br>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.<br>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.<br><br>Creating website will provide information about available donors and plasma. If not available, the customer will be notified when plasma is available. | <b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b><br><b>8.1 ONLINE</b><br>What kind of actions do customers take online? Extract online channels from #7<br><br>Can use the website to find donors.   | Extract online & offline CH of BE |
|  | <b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b><br>How do customers feel when they face a problem or a job and afterwards? i.e. before, during, after<br>Before-patient find it hard to get at the right resource to get plasma leaving them upset. After-The donors and customers have a feeling of satisfaction. |  | <b>8.2 OFFLINE</b><br>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.<br><br>Can use the record maintain by the hospital  |                                   |

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