

Ideation Phase

Problem Statements

Date	19 September 2022
Team ID	PNT2022TMID34537
Project Name	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.

Problem Statement (PS)	I am (Customer)	I'm trying to	But	Because of	Which makes me feel
PS 1	Patient	get plasma for my medical condition	<div>Hard to find donors</div> <div>Difficulty with the tide outside</div> <div>Donors are not available nearby</div>	<div>Sickness</div> <div>As urgently required</div>	<div>Frustrated</div> <div>Fear</div>
PS 2	Doner	Donate Plasma	<div>Don't know what is the procedure to donate</div> <div>hard to find the needed people</div>	not having much knowledge on donation processes	upset