

## Project Design Phase-I Problem – Solution Fit

Date	19 September 2022
Team ID	PNT2022TMID25312
Project Name	Plasma Donor Application
Maximum Marks	2 Marks

### Problem – Solution Fit :

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem. It helps entrepreneurs, marketers and corporate innovators identify behavioral patterns and recognize what would work and why

### Purpose:

- ☐ Solve complex problems in a way that fits the state of your customers.
- ☐ Succeed faster and increase your solution adoption by tapping into existing mediums and channels of behavior.
- ☐ Sharpen your communication and marketing strategy with the right triggers and messaging.
- ☐ Increase touch-points with your company by finding the right problem-behavior fit and building trust by solving frequent annoyances, or urgent or costly problems.
- ☐ **Understand the existing situation in order to improve it for your target group.**

<b>Define the Problem</b> Identify the Problem & Pain Points	<b>1. CUSTOMER SEGMENT(S)</b> <span style="float: right;">CS</span>  Customer 18 to 60 years old. Plasma seekers Plasma donor <u>the</u> blood group donors when any one is in <u>need</u> .	<b>6. CUSTOMER CONSTRAINTS</b> <span style="float: right;">L</span>  You were tested positive for covid 19. You have fully recovered and free of symptoms for 14 days	<b>5. AVAILABLE SOLUTIONS</b> <span style="float: right;">L</span>  Availability solution provide a platform to both donor and patient to keep a track of availability and feasibility of the donation procedure. The existing application used only collecting details of <u>donor</u> <u>but</u> it does not notify them at the right time	<b>Explore the Solution</b> Focus on J & P, tap into BE, un
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span style="float: right;">L</span>  The side effects of plasma donation include nausea and dizziness and fainting in some cases. Plasma demand and supply gap has <u>grow</u> even bigger.	<b>9. PROBLEMROOT CAUSE</b> <span style="float: right;">RC</span>  During the <u>covid</u> 19 crisis the requirement of plasma become <u>high</u> and the donor count <u>bermining low</u> <u>across</u> the donor information and helping the need by notifying the current donor would be helping hand .  It is very difficult find the respective blood group donors when any one is in need	<b>7. BEHAVIOUR</b> <span style="float: right;">BE</span>  Donor expert the process of donation is donor friendly <u>The</u> connected to the donor and receiver in single platform	
<b>Identify Strong &amp; Em</b>	<b>3. TRIGGERS</b> Earn rewards for donation. In emergency period is used for plasma. Plasma donor application will used to triggers the peoples to donate the <u>plasma</u> .	<b>10. YOUR SOLUTION</b>  Our app allow the user to request and donate <u>plasma</u> <u>The</u> person need the plasma immediately or pre request. You have plasma immediately then give emergency <u>request</u> , then all register members on the application	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> The plasma donor app allow user to make donor and receiver process to sending mail The user <u>send</u> the request <u>any where</u> any time Through social media.	<b>Identify Strong &amp; Em</b>
	<b>4. EMOTIONS: BEFORE / AFTER</b> Before: confused ,Anxious ,Exhausted ,Scared  After :Relaxed, Motivated	to get voice alert.	<b>8.2 OFFLINE</b> Ask friends or <u>other</u> previous user recommendation <u>user</u> visit <u>near by</u> camp or hospital	

