

## Project Design Phase-I

### Proposed Solution Template

Date	01 October 2022
Team ID	PNT2022TMID06247
Project Name	Project – Plasma Donor Application
Maximum Marks	4 Marks

### Problem Solution fit:

Project Title: Plasma Donor Application

Team Id: PNT2022MID06247

Define CS, fill into CL	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> Anyone above the age of 21 can donate. We working on plasma therapy is process where blood is donated and received	<b>6. CUSTOMER LIMITATIONS</b> <small>EG. BUDGET, DEVICES</small> <span>CL</span> You can donate plasma every 28 days, up to 13 times per year. While the FDA does not allow donors to give plasma more frequently. Limited no of users can use it at the same time.	<b>5. AVAILABLE SOLUTIONS</b> <small>PROS &amp; CONS</small> <span>AS</span> It allows people to help others It is a relatively safe process The process can be very uncomfortable and It depletes the calcium levels in the body	Explore AS, differentiate
	<b>2. PROBLEMS / PAINS</b> <small>• ITS FREQUENCY</small> <span>PR</span> The side effects of plasma donation include nausea and dizziness and fainting in some cases. You may develop a raised bump or experience continued bleeding and bruising at the needle site too. Some people might experience pain and physical weakness after donating plasma.	<b>9. PROBLEM ROOT / CAUSE</b> <span>RC</span> Localized allergic reaction Air embolism and Hemolysis Bruising and discomfort	<b>7. BEHAVIOR</b> <small>• ITS INTENSITY</small> <span>BE</span> This app is used to make donation and receiving process easier so that anyone can easily access and use it. Intensity of this application is to connect donor and receiver in single platform. donor can fill the interest form to donate.	Focus on PR, Map into BE, understand RC
Focus on PR, Map into BE, understand RC	<b>3. TRIGGERS TO ACT</b> <span>TR</span> Many people needs plasma for their treatment. Plasma donation really used for covid affected people for recovering faster.	<b>10. YOUR SOLUTION</b> <span>SL</span> our app allows the user to request and donate plasma to requested person. Receiver can directly contact the donor and receive plasma. When you donate plasma, the blood that's drawn from your arm goes through a special machine to separate the different parts of your blood. Then we get plasma which can be used for transfusion.	<b>8. CHANNELS of BEHAVIOR</b> <span>CH</span> <small>ONLINE</small> Online app allows user to make donation and receiver process easier. send request from anywhere anytime.	Focus on PR, Map into BE, understand RC
	<b>4. EMOTIONS</b> <small>BEFORE / AFTER</small> <span>EM</span> Donor get fear, anxiety prior to donation give way to largely positive emotional states like relaxation following donation		<small>OFFLINE</small> users to visit nearby camp or hospital and donate as well as receive plasma.	
Identify strong TR & EM	Extract online & offline CH of BE			