

**Project Design Phase-I**  
**Problem – Solution Fit Template**

Date	19 September 2022
Team ID	PNT2022TMID04979
Project Name	Project - PLASMA DONOR APPLICATION
Maximum Marks	2 Marks

**1. CUSTOMER SEGMENT**

- Our customers include the people who are in need of blood plasma.
- All the Hospitals and voluntary organizations.

**6. CUSTOMER CONSTRAINTS**

- Lack of communication details of the blood plasma donor.
- Lack of awareness among people as no one comes forward to help with blood plasma.

**5. AVAILABLE SOLUTIONS**

- Customers try with their relatives and friends or on social media platforms in case of an emergency.
- Pros are which the donor can be found sometimes but lack of availability of contact details of the donor makes it difficult to find them.

**2. JOBS-TO-BE-DONE / PROBLEMS****J&P**

- Communication between recipient and donor.
- Notify the donor regarding the emergency.
- Also sending notifications to nearby blood banks to find recipients.

**9. PROBLEM ROOT CAUSE****RC**

- The Lack of awareness between common people to come forward to donate plasma has become less as they fear the side effects and the impact of Global Pandemic, Covid-19 has created a demand for blood plasma as it is the available cure for the sickness.

**7. BEHAVIOUR****BE**

- The customer checks for the donors within his/her circle which is directly related.
- Indirectly associated behavior includes complaining towards people the lack of availability and searching for the donor with irrelevant contacts.

**3. TRIGGERS****TG**

- Rewards to the donors who has completed donation.
- Advertise through Ads and Videos regarding awareness of blood plasma donation.

**4. EMOTIONS: BEFORE/AFTER****EM**

- Before : Anxiety, Stress, volatile.
- After : Happy, Relaxed.

**10. YOUR SOLUTION****SL**

- The app provides the confidence without fear.
- The app gives assurance that the patient will somehow get the blood plasma.
- It sends alerting messages to the donor for quick response from the donor.

**8. CHANNELS OF BEHAVIOUR****CH**

- Through online, the customer can find the details of the donor from social media platforms.
- Through offline, the customer can find the details of the donor from their friends/family circle.