

# Plasma Donor Application - Problem Solution Fit

<p><b>1.CUSTOMER SEGMENT(S)</b> <b>Who is customers?</b></p> <ul style="list-style-type: none"> <li>❖ Donors</li> <li>❖ Patient</li> <li>❖ Hospitals</li> </ul>	<p><b>5.AVAILABLE SOLUTION</b> <b>What are the available solution for donar?</b></p> <ul style="list-style-type: none"> <li>❖ The existing application used only collecting details of donors but it does not notify them at the right time.</li> </ul>	<p><b>8. CHANNELS OF BEHAVIOUR</b></p> <p><b>Online:</b></p> <ul style="list-style-type: none"> <li>❖ Can use the website to find donors.</li> </ul> <p><b>Offline:</b></p> <ul style="list-style-type: none"> <li>❖ Can use the record maintain by the hospital.</li> </ul>
<p><b>2.JOBS-TO-BE DONE/ PROBLEMS</b> <b>What are jobs-to-be-done (or problems) do you address for your customers?</b></p> <ul style="list-style-type: none"> <li>❖ Difficult to find donors at the right time / at the time of emergency.</li> <li>❖ Donors not aware of plasma requirements.</li> </ul>	<p><b>6.CUSTOMERCONSTRAINTS</b></p> <ul style="list-style-type: none"> <li>❖ Regular Internet connection</li> <li>❖ Donor health condition the Unavailability of plasma</li> </ul>	<p><b>9. PROBLEM ROOT CAUSE</b></p> <ul style="list-style-type: none"> <li>❖ Not able to find the donors at the time of emergency.</li> <li>❖ Count of donors has been tremendously decreasing since hospital management couldn't contact them or get them notified at the right.</li> </ul>
<p><b>3.TRIGGERS</b> <b>What are the triggers for customer?</b></p> <ul style="list-style-type: none"> <li>❖ Blood donation improves or saves lives and enhances social solidarity.</li> <li>❖ It is also influenced by increasing deaths due to unavailability of</li> </ul>	<p><b>7.BEHAVIOUR</b> <b>What does your customer behaviour for plasma donar?</b></p> <ul style="list-style-type: none"> <li>❖ The hospital management/ patient</li> </ul>	<p><b>10. YOUR SOLUTION</b> <b>What is your solution for donating plasma ?</b></p> <ul style="list-style-type: none"> <li>❖ Creating website which will provide</li> </ul>

plasma at required times.	<p>is able to find plasma donar.</p> <ul style="list-style-type: none"> <li>❖ The customer able to forward the plasma donar for some social camps</li> <li>❖ Donate plasma</li> </ul>	<p>information about available donors.</p> <ul style="list-style-type: none"> <li>❖ If not available ,the customer will be notified when plasma is available.</li> </ul>
<p><b>4.EMOTIONS: BEFORE/AFTER</b></p> <p><b>Before:</b></p> <ul style="list-style-type: none"> <li>❖ Patient/ hospital find it hard to get a right resource to get plasma leaving them upset.</li> </ul> <p><b>After:</b></p> <ul style="list-style-type: none"> <li>❖ The donors and customers have a feeling of satisfaction.</li> </ul>		