

Plasma Donor Application - Problem Solution Fit

<p>1.CUSTOMER SEGMENT(S) Who is your customer? People who wish to donate plasma and Hospitals & Blood banks which needs plasma donors</p>	<p>5.AVAILABLE SOLUTIONS Which solutions are available to the customers when they face the problem Available solutions notify about the donors, patients and the availability of plasma & need for the plasma. The notification regarding the need for plasma was not send to the donors</p>	<p>8.CHANNELS of BEHAVIOUR 8.1 ONLINE What kind of actions do customers take online? Registering for plasma donation and requesting for plasma will be carried out through online 8.2 OFFLINE What kind of actions do customers take offline? Arrangements for plasma donation Awareness for more plasma donation</p>
<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? Data collection should be monitored properly with donor's data security. Unawareness about the need of plasma donation. Demand for donors.</p>	<p>6.CUSTOMER CONSTRAINTS What constraints prevent your customers from taking action or limit their choices of solutions? Network Bandwidth Donor Health condition Lack of knowledge about app Unavailability of plasma</p>	<p>9.PROBLEM ROOT CAUSE What is the real reason that this problem exists? What is the back story behind the need to do this job? Lack of unawareness about the importance of plasma donation. Inability to find the donors at the time of emergency. Decrease in donors count</p>
<p>3. TRIGGERS TR What triggers customers to act? Volunteering interest and social responsibility towards society triggers the people to use this application</p>	<p>7. BEHAVIOUR What does your customer do to address the problem and get the job done? An unique ID will be provided for the donor's, in order to maintain their personal privacy. At the same time, an unique ID will be issued to the patient and the records will be monitored. Both donor and patient can access the application at ease</p>	<p>10. YOUR SOLUTION SL Donors will be searched with blood groups in our database, if needed. The volunteers can donate the blood with their interest and become donors by registering themselves. Stock monitoring will be done and updatation happens at the same time. An application which will act as the intermediate between the hospital and donors and bridge the gap between them.</p>
<p>4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? Before : Hard to find the donors for plasma donation at the right time. After : Satisfactory feel and relaxed feel after getting the right donor</p>		