



ASSIGNMENT 1

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FINAL PROJECT PHASE-I

WRITE A PROPOSAL FOR AN APP THAT YOU INTEND TO CREATE

PHASE 1 OF PROJECT: Product Proposal

The Product Concept:

Your idea: The Blood donation or transfusion platform app.

Name: PULSE AID

Tagline: Donate red, paint hope

OBJECTIVES

a. What problem does your app hope to solve?

The application serves to address the medical challenges faced by patients afflicted with a range of diseases, including thalassemia, leukemia, anemia, cancer, hemophilia, kidney and liver ailments, severe infections, sickle cell disease, thrombocytopenia, as well as critical situations like accidents. This innovative platform facilitates a seamless connection between individuals in need of specific blood types and willing blood donors. Notably, the application establishes a vital interface with hospitals and blood centers, enhancing its efficacy in responding to medical emergencies. This digital solution is poised to significantly impact the preservation of lives by expediting the identification and engagement of suitable blood donors for patients. Through the coordinated efforts facilitated by the application, recipients are enabled to access timely and appropriate blood donations, ultimately contributing to improved healthcare outcomes.

b. What would be the defining features of your app?

The feature of this application will not be complex. The app will be user-friendly and almost every person will understand it. The app will ask your location or locate it using GPS technology and ask you about “do you want blood or you want to donate?” if a user selects “I want to donate”, it will look for a person nearby with the same or relevant blood group who will be in need of blood and inform the donor. The application's seamless integration with hospitals and related medical organizations further enhances its utility and effectiveness in responding to critical situations.

SCOPE

c. How will your app change or enhance the current market of apps?

Keeping in view the current health situation the donation of blood is the need of the hour. This app will bring a positive change in society since it will be contributing greatly to the donation the blood. This app is not designed for any competition in the market. It's for serving those who are in exigency of blood. This app also motivates the other app developer in the market to bring a product that will assist humans.

PROBLEM STATEMENT

The current state of blood transfusion services in Pakistan is characterized by a severe shortage of blood supply, with only 40% of the annual demand for 1.5 million blood bags being met by the public sector.

This inadequacy is exacerbated by the predominant hospital-based approach to blood collection and distribution, limited to just 150 public blood banks. Additionally, the presence of 450 unregistered and substandard private blood banks operating for profit further compounds the problem. This critical shortfall in the availability of blood has dire consequences for patients suffering from diseases such as thalassemia, Leukemia, anemia, cancer, and hemophilia, whose numbers continue to rise annually.

Given these challenges, the problem statement seeks to address the pressing need for a comprehensive and efficient blood donation and distribution system in Pakistan that can bridge the gap between the demand and supply of blood products. The objective is to streamline coordination between blood donors and recipients and establish a robust infrastructure to ensure a consistent and sufficient blood supply for patients in need.

LOGO:

