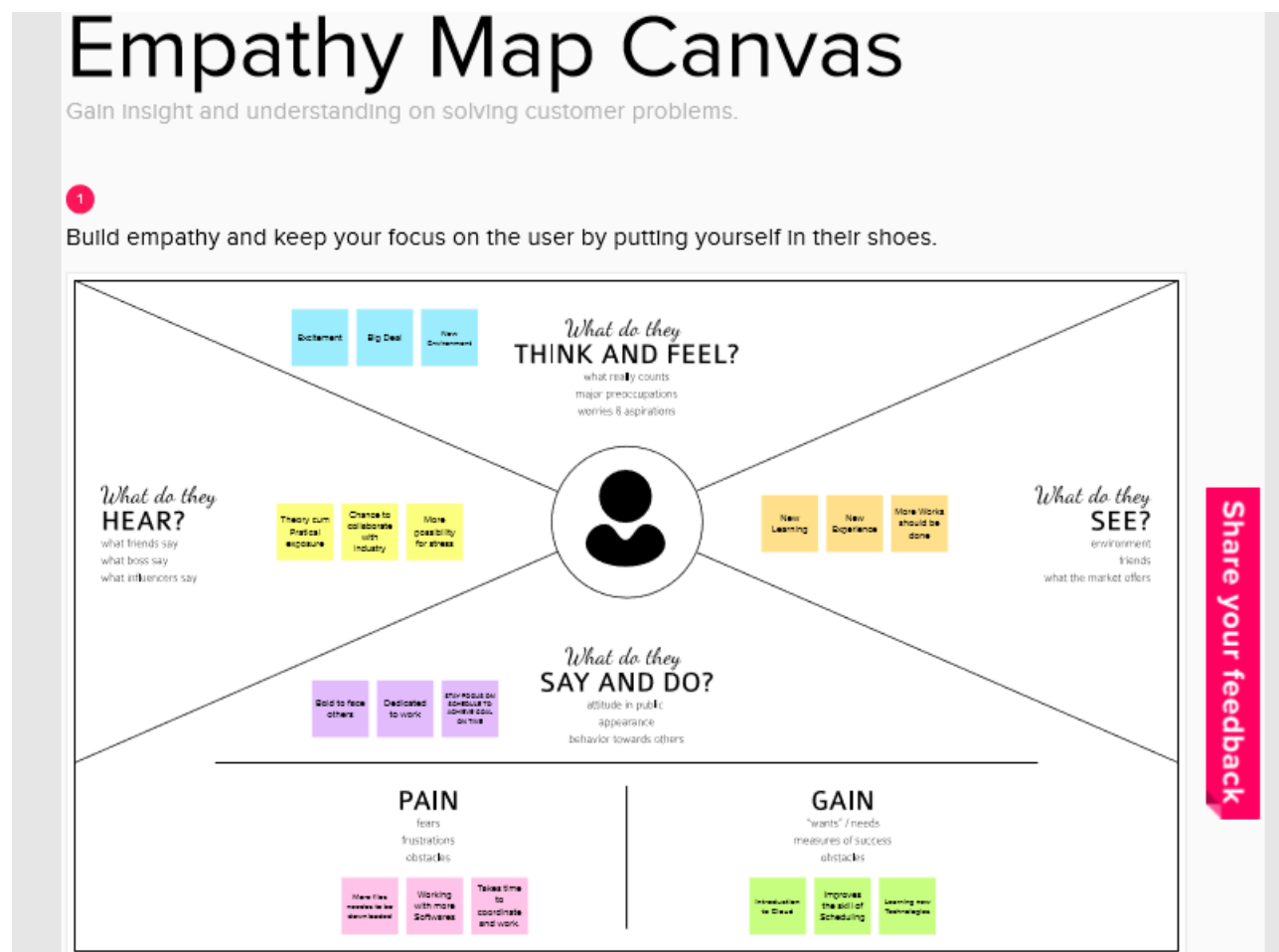


3. IDEATION & PROPOSED SOLUTION

3.1 Empathy Map Canvas

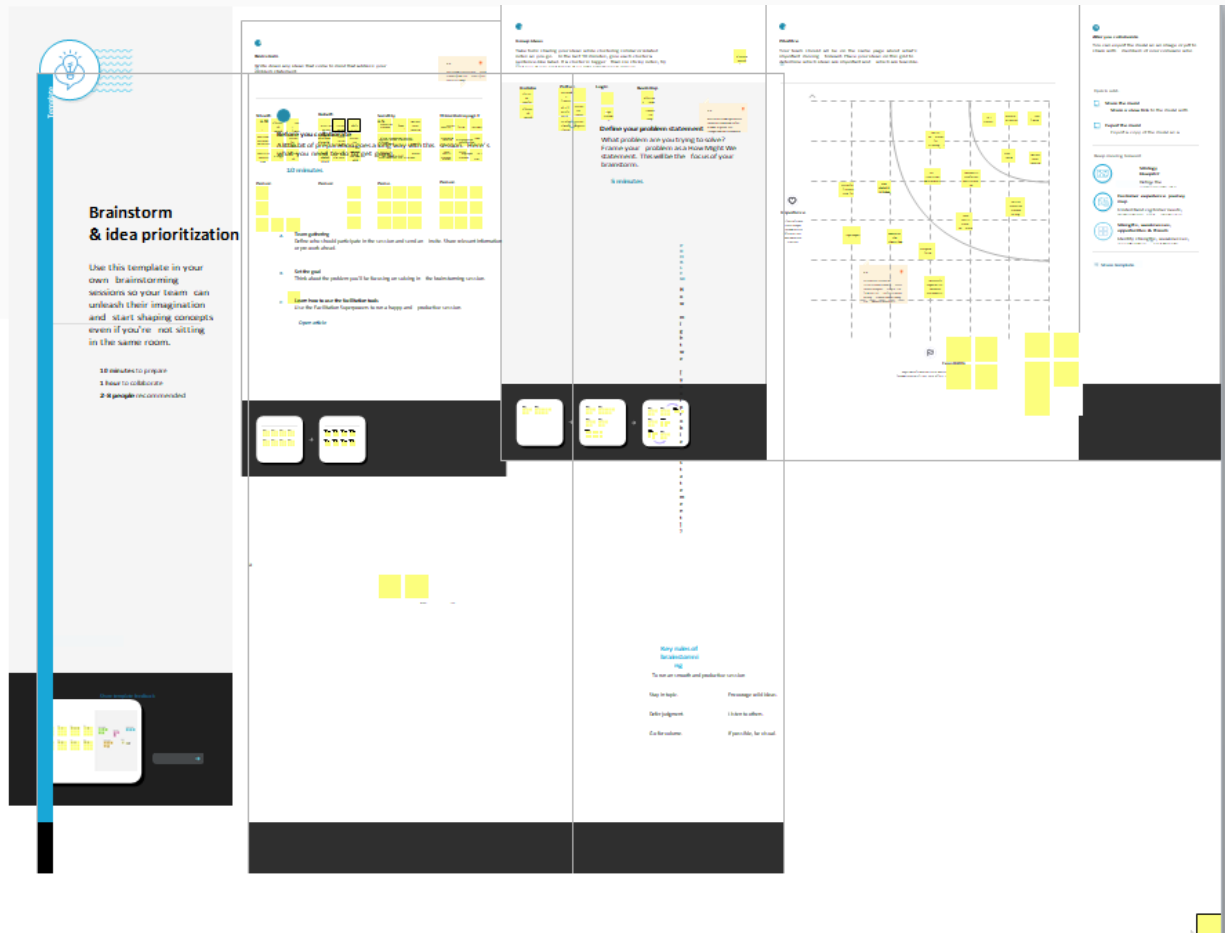
An empathy map canvas is a more in-depth version of the original empathy map, which helps identify and describe the user's needs and pain points. And this is valuable information for improving the user experience.

Teams rely on user insights to map out what is important to their target audience, what influences them, and how they present themselves. This information is then used to create personas that help teams visualize users and empathize with them as individuals, rather than just as a vague marketing demographic or account number.



3.2. Ideation & Brainstorming

Brainstorming is a group creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.



3.3 Proposed Solution

Problem Statement (Problem to be solved) To make Plasma transmission & reception in an effective way to save life of people in urgent circumstance. Idea / Solution description are Eligibility -Filter will be provided to check the eligibility of plasma donor and receiver, Responsiveness -App should be supported by all sized devices. Novelty / Uniqueness When the user requests for plasma transmission, if there is lack of plasma at the time of request, automatically user will be marked in hold back list .

Later when there is availability of plasma ,the receiver waiting in hold back list will be alerted via calling system .Social Impact / Customer Satisfaction are Chat Bot - 24*7 support will be provided to tackle the issues of users which makes customer satisfied. Storage - App will use minimal amount of storage which reduces the customer's burden.

Business Model (Revenue Model) are Data can be stored in IBM DB2 in cloud which reduces the overall cost incurred for developing the application.. Scalability of the Solution. Since the app is going to store its data in cloud, it will continue to be efficient when large number of people uses it. Also when the number of requests for plasma increases, the call notification system will work fine without any disruption.

3.4 Problem Solution fit

The Problem-Solution Fit simply means that you have found a problem with your customer and that the solution you have realized for it actually solves the customer's problem.

Problem-Solution Fit

Purpose/vision:

Version:

1.CUSTOMER SEGMENT(S)

CS

- Customer should be at least 18 years old Weight- at least 110 pounds or 50 kilogram
- Must pass a medical examination,non-reactive for transmissible viruses

6.CUSTOMER CONSTRAINTS

CC

- Waiting time.
- Donor/recipient immune system compatibility.
- Prior living donor.
- Distance from donor hospital.
- Network issues

5.AVAILABLE SOLUTIONS

AS

- Application should be supported by all sized devices
- It will use minimal amount of storage which reduces the customer's burden.

2.JOB-TO-DONE/PAINS

J&P

- When the user requests for plasma transmission, if there is lack of plasma at the time of request
- Plasma transmission & reception in an effective way
- Eligibility Filter
- Responsiveness of Application
- Chat Bot

9.PROBLEM ROOT CAUSE

RC

- Convalescent plasma therapy given to people with COVID-19 who are in the hospital and are early in their illness or have a weakened immune system.
- It lessen the severity or shorten the length of the disease, which save number of death rate

7.BEHAVIOR

BE

- After passing the eligibility criteria, Donor Registration and Request is performed,Then apply for Convalescent Plasma Therapy(CPT)
- After checking the match of Plasma with available Donors list at the instant the Reciever make requires decision in future to avail the plasma from donor

3.TRIGGER TO ACT

TR

- Criteria for the referral of "imminent deaths" that are mutually established by the hospital and (OPO)
- Hospital makes a timely notification to the OPO.

4.EMOTIONS:BEFORE/AFTER

EM

Before : A health care team member inserts a sterile single-use needle connected to a tube (intravenous, or IV, line) into a vein in one of your arms.

After : Closely monitoredby doctor after CPT, record your response to the treatment

10.YOUR SOLUTION

SL

Application is going to store its data in cloud,it will continue to be efficient when large number of people uses it. Also when the number of requests for plasma increases, the call notification system will work fine without any disruption.

8.CHANNELS OF BEHAVIOUR

CH

8.1 online

Donors, who can register themselves and the treating physician/hospital donor registers, enter their details

Reciever search and place request for Plasma whenever needed

8.2 offline

Distance from donor ,Transferring plasma from reciever hospital to donor