

PLASMA DONOR APPLICATION

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <p>The person in need of donor and the person those who are interested to donate but they were unaware of the place where to donate.</p>	6. CUSTOMER CC <p>Lag of donors, Available place of plasma.</p>	5. AVAILABLE SOLUTIONS AS <p>The recipient will get the donor easily and the donor will find the place where to donate.</p>	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <p>The available place for both donor and recipient to donate and get the plasma</p>	9. PROBLEM ROOT CAUSE RC <p>It is waste of time to go to blood bank centers if available blood not presences. Most of the times users could want to wait in queue.</p>	7. BEHAVIOUR BE <p>Due to Less number of donor count, recipient will loss their Confidence. Decrease stress level for donate Plasma regularly.</p>	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR <p>On extremely rare occasions a seizure due to a prolonged loss of consciousness may occur ,although long-term effects of donating plasma.</p>	10. YOUR SOLUTION SL <p>Safety of both plasma donor and recipient those of us how benefit from a safe and stable plasma supply understanding as lifesavers.</p>	8. CHANNELS of BEHAVIOUR <p>ONLINE It is easy to find donor. OFFLINE It is difficult to search.</p>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	4. EMOT IONS: BEFORE / AFTER EM <p>Before- Plasma contains a lot of water, donating plasma means removing some waters from your body, which can cause mild dehydration. After- For most people, donating plasma does not cause any side effects. But some donors can experiences bleeding or dehydrating.</p>			Extract online & offline CH of BE