

## 1. CUSTOMER SEGMENT(S)

- Donors
- Patient
- Hospitals

## 6. CUSTOMER CONSTRAINTS

- Regular Internet connection
- Donor health condition
- Unavailability of plasma

## 5. AVAILABLE SOLUTIONS

The existing application used only collecting details of donors but it does not notify them at the right time.

Our solution is building a website that notifies the donors at the right time.

## 2. JOBS-TO-BE-DONE/PROBLEMS

- Difficult to find donors at the right time / at the time of emergency.
- Donors not aware of plasma requirements.

## 9. PROBLEM ROOT CAUSE

- Not able to find the donors at the time of emergency.
- Count of donors has been tremendously decreasing since hospital management couldn't contact them or get them notified at the right.

## 7. BEHAVIOUR

The customer comes forward to

- Attend plasma donation camps.
- Donate plasma
- The hospital management/ patient is able to find plasma donors at the right time.

## 3. TRIGGERS

Blood donation improves or saves lives and enhances social solidarity. It is also influenced by increasing deaths due to unavailability of plasma at required times.

## 4. EMOTIONS: BEFORE/AFTER

### Before:

Patient/ hospital find it hard to get a right resource to get plasma leaving them upset.

### After:

The donors and customers have a feeling of satisfaction.

## 10. YOUR SOLUTION

Creating website which will provide information about available donors and plasma. If not available, the customer will be notified when plasma is available.

## 8. CHANNELS OF BEHAVIOUR

### Online:

Can use the website to find donors.

### Offline:

Can use the record maintain by the hospital.