

Identify strong TR & EM	<div><div><div>3. TRIGGERS</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div><div>TR</div></div><div>Creating awareness about donating the plasma by setting up camps</div></div>	<div><div><div>10. YOUR SOLUTION</div><div>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</div><div>SL</div></div><div>Intimating the availability of blood plasma by sending notification.</div></div>	<div><div><div>8. CHANNELS of BEHAVIOUR</div><div>CH</div></div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online? Extract online channels from #7</div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div></div></div>	Identify strong TR & EM
	<div><div><div>4. EMOTIONS: BEFORE / AFTER</div><div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</div><div>EM</div></div><div><div>Before : Facing difficulties while logging in and accessing location.</div><div>After : Finding blood donor easily and fixing the location bugs and login issues.</div></div></div>		<div><div>Online : Can use mobile application or website to find the plasma donors.</div><div>Offline: Find the blood plasma donors with the help of hospitals and blood bank.</div></div>	

1. CUSTOMER SEGMENT(S)**CS**

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Blood plasma donor

Blood plasma recipients

6. CUSTOMER CONSTRAINTS**CC**

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Network connection

5. AVAILABLE SOLUTIONS**AS**

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Clear the location bugs and make available of blood plasma at required time.

2. JOBS-TO-BE-DONE / PROBLEMS**J&P**

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Bugs in location access

Errors in OTP login

Unable to get plasma in correct time

9. PROBLEM ROOT CAUSE**RC**

What is the real reason that this problem exists?
What is the back story behind the need to do this job?
i.e. customers have to do it because of the change in regulations.

Unable to get the plasma at right time.

7. BEHAVIOUR**BE**

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

The user should give the correct information therefore it will be useful for the recipients to find blood plasma.

