

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><p>It was especially important considering the major goal the app was aimed to achieve – increasing the number of blood donations. We knew that donating blood saves lives, therefore we wanted to give users what they need to donate blood.</p></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><p>The application holds the medical data which must be safely stored, so ensuring data security was a must.</p><p>Enabling the application to process a lot of data, and at the same time to work fast so the user will use it conveniently .We had to create a user registration process that must be developed in a way to ensure that only the authorized person – the blood donor – has access to their medical data.</p></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><p>As we examined the users’ needs in the beginning we knew what functions waited in line to be implemented. Furthermore, we provided the users a dedicated help desk that has taken care of their problems, questions on how to use the app, and suggestions for later improvement. The data we collected was used to improve the application and introduce new functions. We have been gradually developing the app to meet as many users’ needs as possible.</p></div>	Explore AS, differential
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>JP</div><p>The simplest way to do this was to ask donors what they expect from the app. Good relations with the client allowed us to reach the potential users, among whom we spread the information that we want to conduct workshops with blood donors on their needs regarding the potential app. The users’ response surprised us positively, people came to the workshops and contributed many useful insights. As a result, we have defined what elements had to be the core of the app.</p></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><p>During the COVID 19 crisis, the requirement of plasma became a high priority and the donor count has become low. Saving the donor information and helping the needy by notifying the current donors list, would be a helping hand. In regard to the problem faced, an application is to be built which would take the donor details, store them and inform them upon a request.</p></div>	<div>7. BEHAVIOUR<div>BE</div><p>The client’s mission is to serve patients best. For this to be possible, access to blood must be constant as this is crucial for saving patients’ lives. the application to be a tool making blood donations easier and more accessible. This, in turn, was expected to increase the amount of donated blood. Bearing this in mind, we knew we had to deliver an important tool, not only from the business perspective, but mainly because the application was intended to contribute to saving human life.</p></div>	Focus on J&P, tap into BE, understand RC

Identify	<div>3. TRIGGERS<div>TR</div><p>Client took a big step to get closer to its customers, offering them a solution they have at their fingertips, anytime they need. The client observed the increased blood donors engagement in the idea of blood donation – people share their experiences and observations through social channels, donors claim they feel noticed and their involvement was appreciated.</p></div>	<div>10. YOUR SOLUTION<div>SL</div><p>Saving the donor information and helping the needy by notifying the current donors list, would be a helping hand.</p></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE</div><p>When there is urgent need for blood then the donor</p><div>8.2 OFFLINE</div><p>the application was a truly needed element to support and increase blood donation, so the time of its delivery also played a very important role.</p></div>	Identify
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><p>it was essential to deliver the app which will be able to develop, and additional functionalities could be implemented in the future.</p></div>			

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