Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   CS

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

- Persons who needs plasma
- Persons who donate plasma
- Blood bank

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.

- Lack of Knowledge about donation
- Security
- Inavailability of source

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

- Connecting Donors and Recipients
- Data of donors are stored and accessed when required
- Common platform for both donors and recipients.

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

- Creating user interactive web application.
- Collecting details from users and storing it securely.
- Developing chatbots for solving user queries.

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.

- Communication gap between donor and recipient
- Lack of Plasma donors
- Unaware of the importance of Plasma donation

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)

- Finding right donor for plasma donation
- This application works with the data already stored about the donors in the database

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS   TR

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

- After knowing the already donated personnel experience
- Emergency need
- Seeing plea's on Social Media

10. YOUR SOLUTION   SL

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.

- Spreading awareness among public
- Creating a platform where user will be able to send a request for the blood group required
- Both user and donor can register all the relevant information

8. CHANNELS of BEHAVIOUR   CH

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Online:
Users can register themselves and can find the nearest available donor at ease

Offline:
People have to search for donors physically by going to hospitals and blood banks.

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER

EM

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.

Emotions before:
- The recipient needs to go to the Hospital for plasma.
- Not sure about the health issues of the donor
- No clarity about the availability of donors for the required blood type

Emotions after:
- The recipient can easily find the donor all over the world without crossing his
- doorstep via mobile Phone or laptop
- The customer will be able to know the medical condition of the donor, whether the donor is healthy or not?
- The user will be able to get the required details of the donor for a particular blood type.