

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"><li>• Do</li><li>• Patient</li><li>• Hospitals</li></ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"><li>• Regular Internet connection</li><li>• Donor health condition</li><li>• Unavailability of plasma</li></ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <p>The existing application collects the 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.</p>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <ul style="list-style-type: none"><li>• hard to search donors at the right time / at the time of emergency.</li><li>• Donors not informed of plasma provisions.</li></ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"><li>• Not capable to search the donors at the time of emergency.</li><li>• Count of donors has already been tremendously decreasing since hospitalmanagement couldn't call them or get them informed at the right.</li></ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <p>The customer comes forward to</p> <ul style="list-style-type: none"><li>• Attend plasma donation camps.</li><li>• Donate plasma</li><li>• The hospital management/ patient can find plasma donors at the right time.</li></ul>	Focus on J&P, tap into BE, understand RC

<p><b>3. TRIGGERS</b> <span>TR</span></p> <p>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.</p>	<p><b>10. YOUR SOLUTION</b> <span>SL</span></p> <p>Creating website which will provide information about available donors and plasma. If not available, the customer will be notified when plasma is available</p>	<p><b>8.CHANNELS OF BEHAVIOUR</b> <span>CH</span></p> <p>Online: Can use the website to find donors. Offline: Can use the record maintain by the hospital</p>
<p><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span></p> <p>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.</p>		