

**1. CUSTOMER SEGMENT(S)**

- Donors
- Patient
- Hospitals

**6. CUSTOMER**

- 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

**Offline:**

Can use the record maintain by the hospital.