

1.CUSTOMER SEGMENT <ul style="list-style-type: none"> • Donors • Needers • Admin • Common People 	2.JOBS TO BE DONE TO AVOID PROBLEMS <ul style="list-style-type: none"> • Before establishing a person as a trusted donor, need to be verify that he/she met the eligibility criteria • Proper Instructions need to be given to the donors • Details of Donors must be stored securely and, in a way, easy to access 	3.TRIGGERS <p>The highest need of plasma can trigger the peoples to use the plasma donor application widely.</p>
4.EMOTIONS <p>BEFORE:</p> <ul style="list-style-type: none"> • People suffers to get a donor • Many lives are gone due to lack of blood <p>AFTER:</p> <ul style="list-style-type: none"> • Getting donor on time • Feels positive about donating 	5.AVAILABLE SOLUTION <ul style="list-style-type: none"> • Plasma donors are need to be connected within a common platform • Make awareness about plasma donation 	6.CUSTOMER CONSTRAINTS <ul style="list-style-type: none"> • Lack of plasma donors • Lack of awareness about plasma donation websites • Network connection • Knowledge about app usage

<ul style="list-style-type: none"> • Invite friends and family members to donate 		
<p>7.BEHAVIOUR</p> <ul style="list-style-type: none"> • This system works with the help of data collected from the donors that are stored in the database • Finds the right donor on the right time 	<p>8.CHANNELS of BEHAVIOUR</p> <ul style="list-style-type: none"> • The user register with their details that they can put request for plasma. So, they can check for nearest people • Cloud is based on the internet connection. While the user on offline they can see only their registered details on application, Donar option,etc.... 	<p>9.PROBLEM ROOT CAUSE AND OUR SOLUTION</p> <p>ROOT CAUSE:</p> <ul style="list-style-type: none"> • Lack of plasma donors • Lack of knowledge about the need of plasma donation <p>SOLUTION:</p> <ul style="list-style-type: none"> • Connect the donors and needers in a common platform • Spreading awareness about the need of plasma donation