1. CUSTOMER SEGMENT(S)

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



It enables for the identification of donors' current and projected needs and motivations; maximises the advantages of a single donor; ability to compete with blood donation centres.

6. CUSTOMER CONSTRAINTS

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.

Families that are struggling financially are more prone to borrow money from nonbank or alternative lenders.

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem

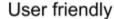


or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Chat with customer to ask blood donations

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.



J&P

9. PROBLEM ROOT CAUSE

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.

Helps customers to find blood using chat and post

7. BEHAVIOUR

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What does your customer do to address the problem and get the job done?

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)

- 1.Identify the problem
- 2. Analzye the problem
- 3. Develop multiple solution
- 4. Choose the optimize solution





3. TRIGGERS

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

Difficult to find blood in recent days so our website used to find the right customer

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10. YOUR SOLUTION

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.

Interested customer can post the blood and willingness so it is easy to identify and chat with them to donate

8.CHANNELS of BEHAVIOUR



8.1 ONLINE

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

3.2 OFFLINE

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

user can log in and find the suitable blood and chat with them

4. EMOTIONS: BEFORE / AFTER



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.

Emotion: Before is difficult to find the right donar

Emotion: After it is easy to find the donar and chat with them