

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

Customers are those who require a particular blood group from the blood bank.

Provides complete details of the plasma donors which enables the patients to easily identify the matching donors.

6. CUSTOMER

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.

Most of the donor list available in the local blood banks may not be up-to-date. Manual maintenance and updating of the current list of blood donors and patients in need is not much effective.

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

Plasma donor application which serves to connect the patients and available donors.

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.

The objective of this application is to server as an efficient means of communication between the plasma donors and the patients with requirement.

The patients are provided with the list of donors with complete details.

They can identify the matching donors and get connected via the contact details

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.

Searching for the appropriate plasma donors during emergency may take time and increase the risk of the patients.

Checking for available donors manually in case of emergency is difficult.

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)

Start using the plasma donor application.

Post the patient's requirements in detail.

Easily identify the matching donors available.

Contact the donors via the contact details provided.

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.

Understanding the fact that the patients can save a lot of time, and get rid of risk due to the unavailability of donors.

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.

They feel confident in finding the appropriate donors at the right time.

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.

The application takes the donor details, store them and inform them upon a request. The app also take the patients details, stores them and inform about the available donors.
The programme is offered on a subscription basis.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

Plasma donor application online come with a lot of ads which on clicking steals data like the patient's health information, photos, account number if provided.

8.2 OFFLINE

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

Make sure that they are aware of the application's usage by going through the demo and the application tour available.

