

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

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

Patients who need plasma for treatment.

People recovered from covid and free of symptoms for 14 days.

People between 18 – 60 years old.

CS

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.

Unaware of the importance of plasma among people.

Patients don't have a proper network for requesting plasma on internet.

CC

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

People share the request message in social media that are considered non trusted sources.

AS

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

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.

Plasma requesters need to pass the request to many people as soon as possible.

Donor needs to know about the hospitals and blood banks information that are present in his vicinity.

People don't know if they are eligible to donate plasma.

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.

Plasma is used to treat people with rare, chronic diseases and disorders such as primary immunodeficiency, hemophilia and a genetic lung disease. Its need has become more inevitable after COVID as the plasma of recovered patients can be used to treat existing COVID patients.

RC

7. BEHAVIOUR

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)

Donors can register in this application and know about their eligibility of donation, and get notified when there is a need for plasma or after 28 days of their donation (one can donate for every 28 days).

Patients can request plasma when they need it.

BE

Focus on J&P, tap into BE, understand RC

Identify strong TR & EM

3. TRIGGERS

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

Donors seeing others donating plasma and the satisfaction when saving someone's life. Patient's situation will get worse without treatment.

TR

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.

Patients may get panic when they're in need of plasma, but they'll be happy when their need is fulfilled. Donors will also be happy.

EM

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.

This web application gets basic information of donors and requesters and store it in a database. When a patient needs plasma of any blood group in any place, he/she will make a request through their admitted hospital in this application. Following the request, an alert mail will be sent to the donors with that specific blood group and are located around the hospital area.

SL

8. CHANNELS of BEHAVIOUR

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

When a patient needs plasma of any blood group in any place, he/she will make a request through their admitted hospital in this application.

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

Donors can know the nearby hospitals and blood banks and can donate on regular basis.

CH

Extract online & offline CH of BE