

Identify strong TR & EM	<b>1. CUSTOMER SEGMENT(S)</b> <small>Who is your customer? i.e. working parents of 0-5 y.o. kids</small>	<b>6. CUSTOMER CONSTRAINTS</b> <small>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.</small>	<b>5. AVAILABLE SOLUTIONS</b> <small>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</small>	Identify strong TR & EM, explore AS
	<div>CS</div> <ul style="list-style-type: none"> <li>A person who needs plasma</li> <li>Person who willing to donate plasma</li> <li>Users age in above 18</li> <li>Individuals in need of plasma</li> </ul>	<div>CC</div> <ul style="list-style-type: none"> <li>Proper Network connectivity</li> <li>Only registered users can donate</li> <li>Shortage of plasma</li> </ul>	<div>AS</div> <ul style="list-style-type: none"> <li>They can send their queries through email.</li> <li>User can check the availability of donors.</li> <li>A donor has to register on the website by providing there details</li> </ul>	

Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <small>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one, explore different sides.</small>	<b>9. PROBLEM ROOT CAUSE</b> <small>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.</small>	<b>7. BEHAVIOUR</b> <small>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)</small>	Focus on J&P, tap into BE, understand RC
	<div>J&amp;P</div> <ul style="list-style-type: none"> <li>Do's and Dont's before and after plasma donation</li> <li>The database will have all details such as name email, Ph number, blood group.</li> <li>Chatbots for tell users problems</li> </ul>	<div>RC</div> <ul style="list-style-type: none"> <li>People have to find them physically by visiting hospitals</li> <li>Technological growth has not been implemented in these website.</li> </ul>	<div>BE</div> <p>If the donor is not sure of the consequences they can consult the doctors in the nearby hospitals which will be suggested by the website</p>	

### 3. TRIGGERS

TR

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

- In case of emergencies.
- Ease of access and requirement of blood type
- Searching hospitals on their own is more difficult
- Requires more manpower.
- More Expensive than online registering

### 4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterward? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

EMOTIONS BEFORE	EMOTIONS AFTER
The recipient needs to go to the Hospital for plasma.	The recipient can easily find the donor all over the world without crossing his doorstep via mobile Phone or laptop
Not sure about the health issues of the donor	The customer will be able to know the medical condition of the donor, whether the donor is healthy or not?
No clarity about the availability of donors for the required blood type	The user will be able to get the required details of the donor for a particular blood type.

### 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, solve a problem, and matches customer behavior.

- The user and the donor both register all relevant information.
- An email message will be issued after registration is complete.
  - The user has the option of sending a request for a blood group in need or donating plasma in this.
  - It contains details regarding plasma donation camps, including information about the location of the events.
- The users can choose to obtain a home sample collection as well.
  - The page is transparent about all the tie-ups with other organizations
  - E-certificates will be provided for their good deed of plasma donation

### 8. CHANNELS of BEHAVIOUR

CH

#### 8.1 ONLINE

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

#### 8.2 OFFLINE

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

- People have to find them physically by visiting hospitals' register books and reaching out to recovered donors' homes and sometimes they will be not available at their places and will be going to work.
- In this type of scenario, diseased persons' health gets worsened.
- This is expensive and will not work as effectively in emergencies.
- People can consult with doctors regarding their health and eligibility to donate plasma