

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Donor Beneficial[Patient] 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Shortage of plasma donors Non availability of required blood groups Risk of disease transmission through plasma donation Shortage of authorized and genuine donors 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Increase the number of donors through awareness The plasma can be checked thoroughly for prevention of diseases The donors can be verified if authorized or not through doctors 	Explore AS, differentiate

Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE/PROBLEMS J&P <ul style="list-style-type: none"> Wouldn't be notified about the needs and other details. It is difficult to find the matching plasma donor within short span of time. 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Unavailability of proper database management system There is no sufficient information to contact donors. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> User interacts with the application The user then registers by providing information as a donor. All the information will be in the database, and the concerned blood group donors will be contacted whenever a user files a request 	Focus on J&P, tap into BE, understand RC

3. TRIGGERS**TR**

- The scarcity of plasma during the COVID-19 outbreak caused numerous deaths.
- A significant shortage of donated blood results in 12,000 fatalities each day in India. This causes lack of plasma extractions.

4. EMOTIONS: BEFORE / AFTER**EM**

- Prior beneficial, will be having lower expectations for timely delivery of blood or plasma.
- Since the emergence of sophisticated applications, patients can now look for alternative donors because they are aware of availability and quantity.

10. YOUR SOLUTION**SL**

- Both the donors and patients will be able to contact each other as per their requirements.
- The difficulty of searching for plasma donors within a short span could be resolved as the donors would register along with their contact details.
- The donors would be notified about the request for plasma of a particular blood group so that it could be accepted by them eventually.

8. CHANNELS of BEHAVIOR**CH****8.1 ONLINE**

- Donors can register by providing their details such as contact details and blood group details.
- Patients can post their requirements in the form of a request which notifies the donors.

8.2 OFFLINE

- Donors can volunteer to donate plasma by seeing the request in person.
- The patients can be benefited by the donated blood from the donor to save their lives.