

Define CS, fit into	1. CUSTOMER SEGMENT(S) CS Private and public blood/plasma banks People in dire need of Plasma Individual plasma donors Hospitals Emergency action help groups	6. CUSTOMER CONSTRAINTS CC Ease of use of the application Compatibility (Blood group, age, weight, illnesses etc) Price of service / plasma Network and Location services	5. AVAILABLE SOLUTIONS AS Web browser based outdated solutions Word of mouth / Messenger group messages Physical plasma banks (similar to blood banks)	Explore AS,
Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS J&P No common platform for all requests to be placed and availed Mobile application solutions don't exist yet Verification of Donors Health analysis of Donors Validity of Requesters Authenticity	9. PROBLEM ROOT CAUSE RC Not very popular so people are apprehensive about it No successful implementation yet Climbing cases of covid19 even post pandemic	7. BEHAVIOUR BE Ask people to spread information individually using social media Find all plasma banks, get contact details, then contact them Donors would have to find banks who accept donations	Focus on J&P, tap into BE, understand
Identify strong TR & EM	3. TRIGGERS TR Observing how requesters are benefitted Ease of use of the app and the process Public push of the application to safeguard everyone <hr/> 4. EMOTIONS: BEFORE / AFTER EM Donors: Satisfied after donation Patients: Panicking patients become hopeful because of fast results	10. YOUR SOLUTION SL Universal platform to find and donate plasma Updated database of available donors Location and contact details of compatible donors General knowledge and information about plasma donation and treatments	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Search for location of plasma banks Reserve a slot Go there physically to donate or request plasma 8.2 OFFLINE Locate and visit donation center Fill necessary documentation Get approved Donate or make a request	Extract online & offline CH of BE