

Focus on J&P, tap into BE, understand RC	Explore AS, differentiate	1. CUSTOMER SEGMENT(S) CS People who are in need of plasma Donors Hospitals	6. CUSTOMER CONSTRAINTS If the donor is unavailable at the time of request, the recipient have to wait	5. AVAILABLE SOLUTIONS AS Seeking help through social media The existing system only collect and store the donor details but they won't notify them about the recipients
		2. JOBS-TO-BE-DONE / PROBLEMS J&P Donors should be notified instantly upon a request from recipient Difficult to find Donors at the time of emergency	9. PROBLEM ROOT CAUSE It's hard to find donors at the time of emergency During the COVID 19 crisis, the requirement of plasma became a high priority and the donor count has become low	7. BEHAVIOUR BE Donors come forward to register and donate their plasma Patients will be able to get plasma at the right time
		3. TRIGGERS TR We can advertise the web app through NGO's Creating awareness to donate plasma	10. YOUR SOLUTION An application should be developed which would collect and store the donor details and notify them upon a request by the recipient	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE Can use the website to easily find the donors
Identify strong TR & EM	Extract online & offline CH of BE	4. EMOTIONS: BEFORE / AFTER EM Before: Scared, Depressed After: Relaxe, Happy		8.2 OFFLINE Can approach the hospitals and find donors by Using the donor records maintained by hospital