Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

customer can be individuals and blood banks. Donor users can register to the application to receive notification about blood donation requests when their blood type is required for an admitted patient to a clinic. In the online registration, users need to provide information about their blood type and address

6. CUSTOMER CONSTRAINTS

The Red Cross urges people with type AB blood to consider a plasma donation. AB is the only universal **plasma** and can be given to patients of any blood type. This means that type AB plasma transfusions can be given immediately, without losing precious time determining if the patient's blood type is compatible. In emergency medicine, such as caring for a major trauma or burn patient, time saved can mean the difference between life and death.

5. AVAILABLE SOLUTIONS

- DELHI FIGHTS CORONA

- INSTANT PLASMA DONOR RECIPIENT CONNECTOR ANDROID APP

Explore AS, differentiate

Focus on J&P, tap into

2. JOBS-TO-BE-DONE / PROBLEMS

With rapid increase in the usage of social networks sites across the world, there is also a steady increase in blood donation requests as being noticed in the number of posts on these sites such as Facebook and twitter seeking blood donors. Finding blood donor is a challenging issue in almost every country. They don't get the donor at a right time .

9. PROBLEM ROOT CAUSE

Conventionally, when a patient needs blood, he/she has to contact a blood bank or a compatible blood group of a donor in their circle, family, and friends. However, it is difficult to find suitable donor within a limited group of people in a given time. In addition, there is no guarantee that blood banks will have compatible blood group in stock. There is also steady increase in blood donation requests posts in social networking sites (like Facebook, twitter, Instagram, etc.) requesting for donation.

7. BEHAVIOUR

Encourage our friends and family to become regular blood donors. **Volunteer with the blood service to reach out to members of your community, provide care to donors, and help manage blood donation sessions/drives**. Find out your blood type and register as a blood donor. Participate in local World Blood Donor Day events.

Focus on J&P, tap into

Identify Strong TR&EM

3. TRIGGERS

There are some blood donor finder applications such as Blood app by Red Cross which allows the donor to book appointment with blood banks and also can find local blood drives and donation centers quickly and easily. However, there is no direct communication between the donor and that clinic in need of a specific blood type. As a result, this app is not give details to clinics to find needed blood type directly and promptly. This trigger us to develop a full fledget application.

4. EMOTIONS: BEFORE / AFTER

BLOODR application provides a reliable platform to connect local blood donors with patients. BLOODR creates a communication channel through authenticated clinics whenever a patient needs blood donation. It is a useful tool to find compatible blood donors who can receive blood request posts in their local area. Clinics can use this web application to maintain the blood donation activity. Future improvement of the BLOODR is explained.

10. YOUR SOLUTION

- We are going to develop an application for getting an instant plasma. In this application we are going to connect the recipient and the donor directly. The recipient can also collect the plasma through hospital which are present in the application.

- This system is used if anyone needs a Plasma Donor. This system comprises of Admin and User where both can request for a Plasma

8. CHANNELS of BEHAVIOUR

Social media going to be communication channel for this project. In this Era social media plays a vital role in everyone's life .In a normal day to day life any message can spread as fast as in only social media.

Identify strong TR&EM