

| | | | | |
|------------------------|--|---|--|---------------------------|
| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none">Blood bank management systemPlasma donorsPlasma RecipientsMediator (online) | 6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none">Is it legal?Is it safe and secure?Will plasma available on time when need? | 5. AVAILABLE SOLUTIONS AS <p>By building an application using cloud computing which has a Database that contains all the details of the donors and recipients. We can get details on time.</p> | 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">Users need to register for their account on the website.A verification email has been sent once it is registered.Once the process is done can move on further process. | 9. PROBLEM ROOT CAUSE RC <p>Can able to identify the location easily. A wide range of availability is the major reason</p> | 7. BEHAVIOUR BE <p>Mean days, when in need of plasma, the hospital is a mediator between the patient and the blood bank but now, we can have direct contact through the online website portal.</p> | Focus on J&P, tap into BE, understand RC |
| | | | | |
| | | | | |

| | | | | |
|-------------------------|--|--|---|-------------------------|
| Identify strong TR & EM | 3. TRIGGERS TR A regular pop-up message will show the availability of plasma. So that the people check for it and can get it at right time. | 10. YOUR SOLUTION SL Our solution is to provide the best user interface for the people in need of plasma by developing a web application using cloud computing. | 8. CHANNELS of BEHAVIOUR CH ONLINE By using an online portal through a registered account for further processes in need of or giving the plasma OFFLINE It's a completely manual and physical process of giving plasma or getting plasma through offline verification and documentation | Identify strong TR & EM |
| | 4. EMOTIONS: BEFORE / AFTER EM Before Days, this much facility is not available. But now, we can save people in time | | | |