

Define CS, fit into	<b>1. CUSTOMER SEGMENTS</b> <span>CS</span> <ul style="list-style-type: none"> <li>Willing plasma donors</li> <li>Plasma requestors</li> <li>Hospitals</li> <li>Plasma banks</li> </ul>	<b>6. CUSTOMER CONSTRAINT</b> <span>CC</span> <ul style="list-style-type: none"> <li>Network connection.</li> <li>Available devices – currently only web browser based, no viable mobile apps.</li> <li>Donor limitations such as weight, health history etc.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"> <li>Plasma donation drives, existing sites like DelhiFightsCorona.</li> <li>These do not verify negative Covid test report.</li> <li>Frozen plasma in banks can be thawed when in need.</li> </ul>	Explore AS,
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Hard to facilitate streamlined donor applications online.</li> <li>Giving plasma easily to Covid-19 patients.</li> <li>Ensure applicants do not back out later</li> <li>Checking for other donor limitations</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>People assume plasma treatment is not safe because of side effects and is expensive.</li> <li>Rise in Covid-19 infections has brought focus on need for donors.</li> <li>Existing methods to donate are very few and poorly organized.</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>Directly related – find trustworthy plasma banks, verify their ability to donate and donates when needed.</li> <li>Indirectly related - Users spend free time volunteering with plasma and blood banks and participating in onsite donation drives.</li> </ul>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>Seeing others donating plasma.</li> <li>Reading about innovations in convalescent plasma therapy.</li> <li>Seeing the rising Covid-19 cases.</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>An online application that takes the donor's information via simple forms and stores their contact details.</li> <li>When a requirement for plasma arises, the requester can search the database for matching donors and place requests with them.</li> <li>The system helps keep track of past and upcoming plasma donation events.</li> <li>It also provides general instructions on plasma donation, the popular plasma banks in major cities etc.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <div> <b>8.1 ONLINE</b> <ul style="list-style-type: none"> <li>Search for plasma donation sites and trustworthy blood banks.</li> <li>Book slots for plasma donation and receiving.</li> </ul> </div> <div> <b>8.2 OFFLINE</b> <ul style="list-style-type: none"> <li>Book slots and get admitted for plasma donation and receiving at hospitals.</li> <li>Fill donation forms by hand</li> <li>Go through multiple levels of paperwork for receiving plasma</li> </ul> </div>	Extract online & offline CH of BE
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <ul style="list-style-type: none"> <li>Worry when plasma not available.</li> <li>Frustration due to poor services and methods for donation.</li> <li>Satisfaction in helping others.</li> <li>Joy from recovering.</li> </ul>			