

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Users of age between 18 and 65 People willing to donate plasma Individuals in need of plasma 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Network connectivity Shortage of plasma Only registered users can donate and get information related to plasma 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> They can send their queries through email - Late response Plasma availability - Not up-to-date 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS <ul style="list-style-type: none"> The customer will be able to get the donor details and availability upon immediate request without any delays - CHATBOTS The statistics should be updated often. Create awareness of the Do's and Don't's, before and after plasma donation 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Technological growth has not been implemented in these web applications. Due to the pandemic, plasma donation has been reduced, therefore the downfall 	7. BEHAVIOUR BE <ul style="list-style-type: none"> The camps which will be conducted will help the users to clarify the doubts. If the donor is not sure of the consequences they can consult the doctors in the nearby hospitals which will be suggested in the website 	Focus on J&P, tap into BE, understand RC

	3. TRIGGERS TR <ul style="list-style-type: none"> In case of emergencies. Ease of access and requirement of blood type 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> The user and the donor both register all relevant information. An email message will be issued after registration is complete. The user can send a request for a blood group in need or donate plasma. 	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> Users get their e-certificates after donating plasma. Get details regarding the camps. Registering themselves to donate plasma. 	
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4. EMOTIONS: BEFORE / AFTER

EM

Emotions Before	Emotions After
No clarity about the availability of donors for the required blood type.	The user will be able to get the required details of the donor for particular blood type.
Not sure about the health issues of the donor.	The customer will be able to know the medical condition of the donor , whether the donor is healthy or not?
Not able to find nearest donors available.	Helps in finding the nearest donor.

- It contains details regarding plasma donation camps, including information about the location of the events.
- The users can choose to obtain a home sample collection as well.
- We have chatbots to answer all queries of the donors or users and make sure they are comfortable with the process.
- The page is transparent about all the tieups with other organisations.
- E-certificates will be provided for their good deed of plasma donation

- People can consult with the doctors regarding their health and eligibility to donate plasma.