Extract online & offline CH of BE

1. CUSTOMER SEGMENT(S)

CS

6. CUSTOMER LIMITATIONS EG. BUDGET, DEVICES

can donate after 15 days only

5. AVAILABLE SOLUTIONS PLUSES & MINUSES

 plasma donor app need more power consumption • This app consume more data

• User not getting OTP in time

GPS is not working properly

- For using this app donor age should be more than 18 years.
- · Once donor plasma donated again he/she
- User cannot create more than one account
- Developing app which shows notify the requirement of plasma in accordance to requesters.
- Accessing GPS location of both the donor and requester to save the life emergency

2. PROBLEMS / PAINS + ITS FREQUENCY

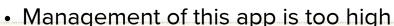
PR

9. PROBLEM ROOT / CAUSE



7. BEHAVIOR + ITS INTENSITY

- donor facing problem to find the location of donating center
- users casue by data and power consumption
- the app not responding quickly
- app doesnot notify, where the plasma emergency need



- People does not have awareness of about plasma donor app
- plasma donor centers are less
- peoples are not forwarding to sponsor the plasma donor app
- Plasma donor apps consume more data storage



- The intensity of this app is to increase number of donors and saving life.
- User refer to their friends and relatives. to download the plasma donor app
- Convincing the requesters to become the donors.

3. TRIGGERS TO ACT



EM

- · Convincing the recovered requesters to donate the plasma.
- Convince the government to invest money on plasma application.



8. CHANNELS of BEHAVIOR



10. YOUR SOLUTION

- we improve the GPS location for donors
- we improve the notification sending to donors and specifying the type of plasma emergency required with location of the center

- Awareness about plasma donor app through the social media
- motivating the people about the plasma donation through the ADS

OFFLINE

- Increasing plasma donor centers
- Motivating the people and collecting plasma through the camping

4. EMOTIONS BEFORE / AFTER



- Fear about their data safe or not.
- Confusing about donating plasma is correct or not.
- Frustrating when no response from users.



