DefineCS, fit into (vertical label)

ExploreAS, dif (vertical label)

FocusonJ&P, tapintoBE, und (vertical label — left and right)

IdentifyS andRC (vertical label)

1. CUSTOMER SEGMENT(S)   CS

Customer 18 to 60 years old.
Plasma seekers
Plasma donor

tive blood group donors when any one is in need .

6. CUSTOMER CONSTRAINTS

You were tested positive for covid 19.
You have fully recovered and free of symptoms for 14 days

5. AVAILABLE SOLUTIONS

Availability solution provide a platform to both donor and patient to keep a track of availability and feasibility of the donation procedure.
The existing application used only collecting details of donor ,but it does not notify them at the right time

2. JOBS-TO-BE-DONE / PROBLEMS

The side effects of plasma donation include nausea and dizziness and fainting in some cases.
Plasma demand and supply gap has grow even bigger.

9. PROBLEM ROOT CAUSE   RC

During the covid 19 crisis the requirement of plasma become high and the donor count beginning low .saving the donor information and helping the need by notifying the current donor would be helping hand .

It is very difficult find the respective blood group donors when any one is in need

7. BEHAVIOUR   BE

Donor expert the process of donation is donor friendly
The connected to the donor and receiver in single platform
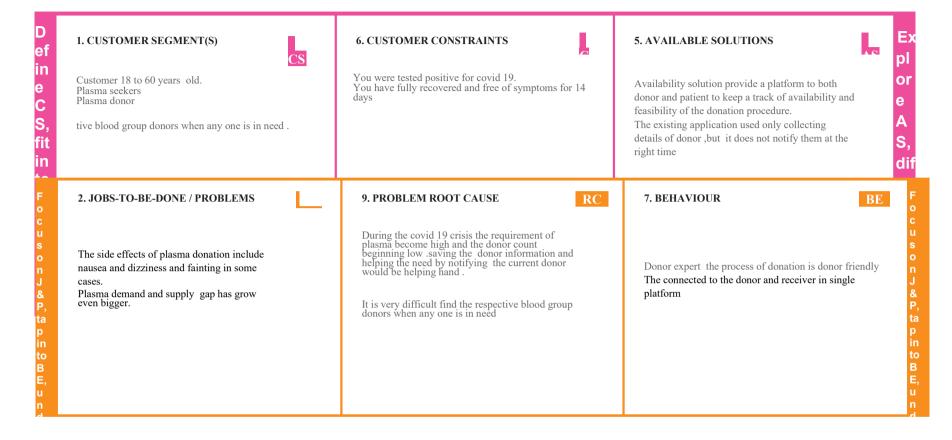
3. TRIGGERS

Earn rewards for donation.

In emergency period is used for plasma.

Plasma donor application will used to triggers the   peoples to donate the plasma .

10. YOUR SOLUTION

Our app allow the user to request and donate plasma .The person need the plasma immediately or pre request.
You have plasma immediately then give emergency request , then all register members on the application

8. CHANNELS of BEHAVIOUR

8.1 **ONLINE**
The plasma donor app allow user to make donor and receiver process to sending mail
The user send the request any where any time
Through social media.

Identify strong & EM

4. EMOTIONS: BEFORE / AFTER Before : confused ,Anxious ,Exhausted ,Scared After :Relaxed, Motivated	to get voice alert.	8.2 **OFFLINE** Ask friends or other previous user recommendation. User visit near by camp or hospital