

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- View the covid-19 certificate
- Donor address (hospital) mentioned

6. CUSTOMER LIMITATIONS

CC

- Have a blood donor app
- Have a cell phone

5. AVAILABLE SOLUTIONS

AS

- If a patient needs a blood at a clinic, blood donors in vicinity can be contacted through using a clinic management service provided in this application

Explore AS, differentiate

Focus on J&P, tap into BE, understand RC

2. PROBLEMS

J&P

- Donor don't know the address and proper message from plasma acceptor & the COVID - 19 pandemic lot of issues in the blood activities

9. PROBLEM ROOT

RC

- donor can't donate a plasma immediately

i.e 7. BEHAVIOR

BE

- The COVID - 19 pandemic reduce the supply and demand of plasma

Focus on J&P, tap into BE, understand RC

3. TRIGGERS

TR

active donors show increased awareness of ability and eligibility to donate at the beginning of the pandemic compared to pre- pandemic, they feel significantly less able to donate as the pandemic progresses

4. EMOTIONS Before/After

BEFORE: Plasma acceptors get a fear for immediately don't get the plasma
AFTER: Plasma acceptors feel free for getting the plasma

10. YOUR SOLUTION

SL

- An application is to be built which would take the donor details store it and inform them upon a request.

8. CHANNELS OF BEHAVIOUR

- By using of social media it can be advertise a plasma donor app
- Clinics are very useful for donating a plasma

Identify strong TR & EM

Extract online & offline CH of BE

