

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS Who is your customer? i.e. working parents of 0-5 y.o. kids <h2>Donor And Receipients</h2>	6. CUSTOMER CONSTRAINTS CC What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices. <h2>*Network Connection</h2> <h2>*Donor Health Condition</h2> <h2>*Unavailability of Plasma</h2>	5. AVAILABLE SOLUTIONS AS Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking Bringing recovered patient back to hospital. And further next donation is impossible. Plasma demand and supply gap has grown even bigger.	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. <h2>*Difficicult to find donors at the right time / at the time of emergency.</h2> <h2>*Donors not aware of plasma requirements.</h2>	9. PROBLEM ROOT CAUSE RC What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations. <h2>*Not able to find the donors at the time of emergency.</h2> <h2>*Count of donors has been tremendously decreasing since hospital management couldn't contact them or get them notified at the right.</h2>	7. BEHAVIOUR BE What does your customer do to address the problem and get the job done? i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) <h2>he customer comes forward to</h2> <h2>*Attend plasma donation camps.</h2> <h2>*Donate plasma The hospital management/ patient is able to find plasma donors at the right time.</h2>	
Focus on J&P, tap into BE, understand RC	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. <h2>Blood donation improves or saves lives and enhances social solidarity. It is also influenced by increasing deaths due to unavailability of plasma at required times</h2>	10. YOUR SOLUTION SL If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality. If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour. <h2>Creating website which will provide information about available donors and plasma. If not available, the customer will be notified when plasma is available.</h2>	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. <h2>Online: Can use the website to find donors.</h2> <h2>Offline: Can use the record maintain by the hospital</h2>	Focus on BE, tap into RC, understand TR
	4. EMOTIONS: BEFORE / AFTER EM How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design. Before: Patient/ hospital find it hard to get a right resource to get plasma leaving them upset. After: The donors and customers have a feeling of satisfaction.			
Identify strong TR & EM				Identify strong TR & EM