

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S) Who is your customer? i.e. working parents of 0-5 y.o. kids</div> <div>CS</div> <div><ul style="list-style-type: none"><li>Plasma Donors</li><li>Plasma Seekers</li><li>Plasma Donation centers</li></ul></div>	<div>6. CUSTOMER CONSTRAINTS</div> <div>C</div> <div>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.</div> <div><ul style="list-style-type: none"><li>Network connection</li><li>Donor Health condition</li><li>Unavailability of plasma</li></ul></div>	<div>5. AVAILABLE SOLUTIONS</div> <div>AS</div> <div>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 &amp; cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking</div> <div><ul style="list-style-type: none"><li>Accessible arrangements give a stage to the two givers and patients to keep a track of the accessibility and possibility of the gift method.</li><li>A few existing arrangements likewise give ideas with respect to wellbeing , yet at the same these ideas may not be fitting by a ensured clinical specialist.</li></ul></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.</div> <div></div> <div><ul style="list-style-type: none"><li>Difficult in finding the donors at the right time</li><li>The Donors was not aware of the plasma requirements.</li></ul></div>	<div>9. PROBLEM ROOT CAUSE</div> <div>RC</div> <div>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.</div> <div><ul style="list-style-type: none"><li>Clients are hesitant to go through the drawn-out and insignificant cycle that makes gift of plasma an overwhelming undertaking</li><li>Moreover they will generally be less inspired in any event , when they qualify as a solid contributor . More regularly, they never get to envision their great deeds towards the general public genuinely</li></ul></div>	<div>7. BEHAVIOUR</div> <div>BE</div> <div>What does your customer do to address the problem and get 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)</div> <div><ul style="list-style-type: none"><li>Contributors expect the course of gift is giver cordial, wherein in the event that they register in the application, a date and schedule opening are doled out for gift in a close to by focus.</li><li>Likewise , the subtleties stay secret furthermore , there will be no inclination among the accessible contributors.</li></ul></div>	
Focus on J&P , tap into BE, understand RC		Focus on J&P , tap into BE, understand RC		

<div>3. TRIGGERS</div> <div>TR</div> <div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.<ul style="list-style-type: none"><li>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</li></ul></div>	<div>10. YOUR SOLUTION</div> <div>SL</div> <div>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.<ul style="list-style-type: none"><li>An adjustable Plasma Donation Web Based App that permits clients to enlist either as a giver or a patient needing plasma. Givers will get a date and schedule opening doled out for gift in a close by focus.</li><li>The application will likewise give a method for putting away plasma and patient history alongside ideas and methods of sound way of life by ensured clienical specialists.</li></ul></div>	<div>8. CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div> <div>8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</div> <div>ONLINE:<ul style="list-style-type: none"><li>use the website to find donors</li><li>Through social media</li></ul>OFFLINE:<ul style="list-style-type: none"><li>Ask friends or other previous users recommendation</li><li>Awareness program and campaign can be done.</li></ul></div>	1 p e f t
<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure &gt; confident, in control - use it in your communication strategy &amp; design.<ul style="list-style-type: none"><li>Before: Patient / hospital find it hard to get a right resources.</li><li>After: The donors and customers feel confident and hopeful.</li></ul></div>			

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