Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S) — CS

• People who need plasma and donate plasma.
• Hospitals and clinics

6. CUSTOMER CONSTRAINTS — CC

• Unavailability of plasma.
• Availability of plasma types.
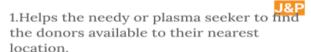• Donors within the nearest location.

5. AVAILABLE SOLUTIONS — AS

• Posting the situation in the social media like What's app, Instagram, Twitter etc.
• The existing application used only collecting details of donors, but it does not notify them at the right time
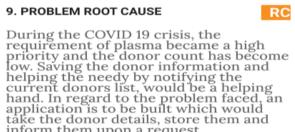
Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

1.Helps the needy or plasma seeker to find the donors available to their nearest location.

2. Provide a platform to volunteer donors to help the needy. Lack of information about the donors..

3.Plasma demand and supply gap has grown even bigger

9. PROBLEM ROOT CAUSE — RC

During the COVID 19 crisis, the requirement of plasma became a high priority and the donor count has become low. Saving the donor information and helping the needy by notifying the current donors list, would be a helping hand. In regard to the problem faced, an application is to be built which would take the donor details, store them and inform them upon a request.

7. BEHAVIOUR — BE

1.The user/patient finds the right plasma donor application and interacts with the application. Registers by giving the details as a donor.

2. The database will have all the details and if a user posts a request then the concerned blood group donors will get notified about it. Calculate the usage and accuracy in finding the donor details.

Identify strong TR & EM

3. TRIGGERS — TR

Advertising plan for blood donor app, that is we have to spread the need of plasma donor app over the specific hospitals which needs the plasma mostly and this will trigger people to use plasma web application. When they read our efficient solutions in the popular magazines and ne

4. EMOTIONS: BEFORE / AFTER — EM

Before: Confused, Anxious, Exhausted, Scared. After: Relaxed, Motivated.

10. YOUR SOLUTION — SL

Finding respective donors, alerting recipient via email when the plasma is available.

8.CHANNELS of BEHAVIOUR — CH

The donor will register the details of his/her donation. And the user /patient will request on the application and the application will inform them as a response via mail.