

Define CS,fit into CC

1. CUSTOMER SEGMENT(S)

- DONORS
- NEEDERS
- ADMIN
- COMMON PEOPLE

CS

5. AVAILABLE SOLUTIONS

- Plasma donors are need to be connected within a common platform
- Make awareness about plasma donation

AS

6. CUSTOMER CONSTRAINTS

- Lack of plasma donors
- Lack of awareness about plasma donation websites
- Network connection
- Knowledge

CC

Define CS,fit into CC

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

2. PROBLEMS / PAINS

- Before establishing a person as a trusted donor, need to be verify that he/she met the eligibility criteria
- Proper Instructions need to be given to the donors
- Details of Donors must be stored securely and, in a way, easy to access.

J&P

9. PROBLEM ROOT / CAUSE

ROOT CAUSE:

- Lack of plasma donors
- Lack of knowledge about the need of plasma donation.
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RC

7. BEHAVIOR

- This system works with the help of data collected from the donors that are stored in the database
- Finds the right donor

BE

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

Identify strong TR & EM

3. TRIGGERS TO ACT

TR

- The highest need of plasma can trigger the peoples to use the plasma donor application widely.

4. EMOTIONS

- Depression over the patient.

EM

10. YOUR SOLUTION

- Connect the donors and needers in a common platform.
- Spreading awareness about the need of plasma donation.

YS

8. CHANNELS OF BEHAVIOR

- The user register with their details that they can put request for plasma. So, they can check for nearest people
- Cloud is based on the internet connection. While the user on offline they can see only their registered details on application, Donar option,etc....

CH

Identify strong TR & EM