

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- Users of age between 18 and 65.
- People willing to donate plasma.
- Individuals in need of plasma.
- Hospitals in search for plasma or donors for their patients.

6. CUSTOMER CONSTRAINTS

CC

- Only registered users can donate and get information related to plasma.
- Availability of plasma types.
- Donors within nearest location.

5. AVAILABLE SOLUTIONS

AS

- Asking their friends and families for donating their plasma.
- Posting their situation in the social media.
- Plasma availability - Not up-to-date.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- The customer will be able to get the donor details and availability upon immediate request without any delays – CHATBOTS.
- Lack of information about donor.
- The details of the donors to be maintained properly.
- Create awareness of the Do's and Don'ts, before and after plasma donation.

9. PROBLEM ROOT CAUSE

RC

- Due to the pandemic, plasma donation has been reduced, therefore the downfall.
- Saving the donor information and helping the needy by notifying the current donors list, would be a helping hand.
- Technological growth has not been implemented in these web applications.

7. BEHAVIOUR

BE

- If the donor is not sure of the consequences they can consult the doctors in the nearby hospitals which will be suggested in the website.
- Finding the available donors within their nearest location.
- Volunteer donors come forward to help the needy.

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

3. TRIGGERS TR

- Seeing the donors count becomes low.
- In case of emergencies.
- Ease of access and requirement of blood type.

4. EMOTIONS: BEFORE / AFTER EM

- **Before:** Confused, Anxious, Exhausted, Helpless, Scared.
- **After:** Relaxed, Motivated, Blessed.

10. YOUR SOLUTION SL

- The user and the donor both register all relevant information. An email message will be issued after registration is complete. The user can send a request for a blood group in need or donate plasma. It contains details regarding plasma donation camps, including information about the location of the events.
- We have chatbots to answer all queries of the donors or users and make sure they are comfortable with the process. The page is transparent about all the tieups with other organisations. E-certificates will be provided for their good deed of plasma donation

8. CHANNELS of BEHAVIOUR CH

- Register their information with the application.
- Making plasma request via the application.
- Arranging the required medical infrastructure for the donation process.
- Donating the plasma.
- People can consult with the doctors regarding their health and eligibility to donate plasma.