Define CS, fit into

1.CUSTOMER SEGMENT(s) — CS

- Users of age between 18 and 80
- People willing to donate plasma
- People who are in need of plasma

6. CUSTOMER — CC

- Shortage of plasma
- Only registered users can donate and get information related to plasma

5. AVAILABLE SOLUTIONS — AS

- They can call them directly in case of late response
- Plasma availability is visible to all the patient-not know the availability of the blood

Explore AS,

Focus on J&P, tap into BE, understand

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- To contact the donor directly.
- To track the plasma location
- Create awareness of the dos and don'ts before and after plasma donation

9. PROBLEM ROOT CAUSE — RC

- Due to the pandemic plasma need has increased
- Many people are not aware of the donation apps

7. BEHAVIOUR — BE

- They can approach the nearby hospitals to get clarification

Focus on J&P, tap into BE, understand

3. TRIGGERS `TR`

- Emergency requirements of blood
- Volunteerism to help

10. YOUR SOLUTION `SL`

- Patient can send a request for blood
- Both donor and patient can register and see their information
- Patient can track the plasma location
- E-Certificates will be provided after donating blood

8. CHANNELS of BEHAVIOUR `CH`

- Users get their e-certificates after donation plasma.
- Get details regarding the campus.
- Registering themselves to donate plasma.

4. EMOTIONS: BEFORE / AFTER `EM`

Emotion Before	Emotion After
Asking blood only to the known people and don't know about the availability of blood	Get all the details about the blood type And about the donor
Unsure about the health condition of the donor	Patient can view the medical certificate of donor
Not able to find the location of the blood	Track the location of the blood