

Define CS, fit into CC	<div>CS</div> <div>1. CUSTOMER SEGMENT(S)</div> <ul style="list-style-type: none"> • Donors • Needers • BB' Employe (Admin) • Common people 	<div>CC</div> <div>6. CUSTOMER CONSTRAINTS</div> <ul style="list-style-type: none"> • Lack of plasma donors • Lack of awareness about plasma donation websites • Network connection • Knowledge about application usage 	<div>AS</div> <div>5. AVAILABLE SOLUTIONS</div> <ul style="list-style-type: none"> • Plasma donors and needers are need to be connected within a common platform • Make the awareness about plasma donation 	Explore AS, differentiate
	<div>J&P</div> <div>2. JOBS-TO-BE-DONE / PROBLEMS</div> <ul style="list-style-type: none"> • Before Establishing a person as a trusted donor need to be verify that he/she meet eligibility criteria like above 18 yrs, non-alcoholic, non-smoker etc.. • Proper instruction must be given for the donors. • Details of donors must be stored securely and in a way easy to access. 	<div>RC</div> <div>9. PROBLEM ROOT CAUSE</div> <ul style="list-style-type: none"> • Lack of plasma Donors • Lack of knowledge of about the need of blood donation. 	<div>BE</div> <div>7. BEHAVIOUR</div> <ul style="list-style-type: none"> • This system worked with the help of data about donors that are stored in database • Find the donor on right time 	

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

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3. TRIGGERS**TR**

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

4. EMOTIONS: BEFORE / AFTER**EM**

Before:

- People suffering to get an donor.
- Many lives are gone due to lack of blood

After:

- Getting donor on time
- Feeling positive about donating
- Invite friends and famliy members to donate

10. YOUR SOLUTION**SL**

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

8. CHANNELS of BEHAVIOUR**CH****8.1**

While users on online they can register with our details, they can put request for plasma and they can check for nearest people

8.2

Cloud is based on internet connection so While user on offline they can only see their registered details on application,donors option etc..