Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

- Many Patients who have depleted plasma count needs a donor.
- Plasma count decreases due to several causes such as bacterial or fungal diseases or due to hereditary deficiency.
- During the epidemics or pandemics the need for plasma drastically increases .
- Plasma carries nutrients and wastes from every organ, decreased plasma count will increase the probability of patients' fatality

6. CUSTOMER CONSTRAINTS `CC`

- The plasma transfer receiving patient must be rigorously tested for transfer eligibility.
- Various hospitals follow their own guidelines and also follows the guidelines set by medical board of the specific region.
- These guidelines help ethical board of the hospital to set their eligibility criteria for plasma donation.
- The donors have to be constantly screened for variable that might invalidate their donation.

5. AVAILABLE SOLUTIONS `AS`

- Constant screening of two parties is strictly required.
- Restricting patient who receives the donation from acting in a way that might invalidate the patient for the donation.
- Donor must refrain from the action that might prevent them from donating the plasma during emergency.

Explore AS, differentiat

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- Constant screening of patient and donor
- Validating the donor for plasma donation for the specific patient
- Monitoring the vitals of the donation receiving patient to keep an eye on any complications
- Carefully transferring the plasma from donor to the receiver
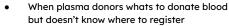
9. PROBLEM ROOT CAUSE `RC`

- The depletion of plasma count might be cause due to infection or bacterial/fungal diseases or hereditary deficiency
- Damage of plasma during the transfer may arise due to human negligence or faulty machinery or deficiency in the donor

7. BEHAVIOUR `BE`

- Storing vital information about the donor in a database
- Constantly update database when it is deemed necessary
- Carefully matching the patient needs with the donors vitals
- Conducting follow ups to ensure the acceptence of plasma transfer by the receiver body

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

Identify strong TR & EM

3. TRIGGERS `TR`

- When plasma donors whats to donate blood but doesn't know where to register
- When plasma is needed
- Plasma donor records

10. YOUR SOLUTION `SL`

- This is an application that provides a easily navigatable interface that enables the donors and receivers to communicate easily
- This app uses real time notification to alert the donor that near patient needs plasma
- This application is based on the kubernetes models so there is so down time
- This application is hosted on the cloud so defaultly has the propert of elasticity and scalability
- This application records also can scale with the number of users
- As the application is hosted on IBM cloud, the app has default load balancer to maintain the customer request across the globe

8. CHANNELS of BEHAVIOUR `CH`

ONLINE:
- Users can search through all the plasma donor list across the user base.

OFFLINE:
- Donors receive alerts through SMS even when they are offline

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER EM

Before:
- Plasma donor doesn;t know where to register
- People doesn't know where to find the plasma donors
- Can't find donors near them at the correct time

After:
- Can easily register the donation
- Can easily find the donors near and at the correct time
- Can easily find the donors list