DEFINE CS,FIT INTO CC

EXPLORE AS ,DIFFERENTIATE

Customer segment:

Who is our user?

The adults between age limit 18 to 57 and Medical ERP

Customer Constraints:

What constraints prevent your user from taking action of their choices?

Alocholic,HIV,Cancer patients and Some vaccination, recently donated peoples not allowed

Available Solution:

What are available solution in current scenario?

Websites and mobile application

FOCUS ON J&P,TAP INTO BE,UNDEERSTAND RE

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Jobs to be Done:

Which job is be done do you address your users application?

Donor data,accurate location and Plasma availabilty,verfication

Problem Root Cause:

What is real reason of problem?

No Awareness about the plasma donation and inaccurate data

Behaviour:

What does the user do to address problem and get the job done?

Users asks to relatives and friends circle in emergency

IDENTIFY STRONG TR & EM

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Triggers:

What triggers to the user?

The emotions trigger the user in emergency

Emotion Before/After:

How the user feel?

helpless,depression> try to involve in plasma donation

Your Solution:

What is your solution to solve these problems?

Emergency plasma request message ,Donor accurate data with location,
verfication of request and Plasma availability

Channels of Behaviour:

What kid of actions to customers take in online /offline?
Offline:

The users can check the eligiblity to donate

Online:

access all benefits