

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS 1.Donors(age 18 above) 2.Patient 3.Hospital management	6. CUSTOMER CONSTRAINTS CC Good Internet connection Smartphone/laptop/Desktop	5. AVAILABLE SOLUTIONS AS The existing application is meant for only collecting donors details and not notifying them at the right time. Our solution is rectifying the drawbacks of the existing application by notifying the customers at the right time.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Difficult to find donors at the right time or at the emergency time	9. PROBLEM ROOT CAUSE RC The root cause of the problem is not able to finding the donors at the emergency time and count of donors has been tremendously decreased since hospital management couldn't contact or get them notified at the right time when plasma needed.	7. BEHAVIOUR BE The customer comes forward to donate blood and attending plasma donate camps.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR The fact that triggers the Customers is people are dying without getting plasma in their emergency time and its also social responsibility to donate plasma.	10. YOUR SOLUTION SL Creating website which notify the donors when plasma is needed and send a request notification to donors. This web application is develop for the people who are in need of plasma by getting plasma donors details and notified once needed and connected through online.	8. CHANNELS of BEHAVIOUR CH Online: Can use application to find donors.	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM Before: Customers find hard to get a right resource to donate their plasma. After: Notify the donor immediately via notification and the customer get satisfied.		Offline: Can use the record maintained by the hospital.	