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|--|--|---|--|--|
| Define CS, fit into CC                   | <b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span> <ul style="list-style-type: none"> <li>Patients</li> <li>A person who needs plasma</li> <li>Hospital management person for their patients</li> </ul>   | <b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>The main constraint is lack of plasma donors</li> <li>Device availability</li> <li>Network connection</li> <li>Knowledge about application usage</li> </ul> | <b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"> <li>Plasma donors and needers want to be in a connect within a common platform</li> <li>Make the awareness about plasma donation</li> </ul>   | Explore AS, differentiate                |
| Focus on J&P, tap into BE, understand RC | <b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>Information needs to be collected about physical qualification of person who can give plasma donation for shortlist the registration</li> <li>Proper instruction must be given for the donors while they give plasma</li> <li>Data collected from users must properly and securely stored</li> </ul>                        | <b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <p>Only few peoples know about importance of plasma donation so lack of plasma donors is main reason</p>   | <b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>This system worked with the help of data that are stored in database about donors</li> <li>Find the right donor for plasma donation</li> </ul>  | Focus on J&P, tap into BE, understand RC |
| Identify strong TR & EM                  | <b>3. TRIGGERS</b> <span>TR</span> <p>The highest need of plasma can trigger the peoples to use the plasma donor application widely</p><br><b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <p>Now a days plasma is mostly required one like blood and other things for many treatments<br/>         There is less awareness about plasma donation<br/>         After this app launched plasma donors can easily found</p> | <b>10. YOUR SOLUTION</b> <span>SL</span> <p>Connect the peoples in a common platform</p> <p>Spreading knowledge about plasma donation and connect more number of people in this common medium</p>   | <b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <p>8.1<br/>While users on online they can register with our details, they can put request for plasma and they can check for nearest people</p> <p>8.2<br/>Cloud is based on internet connection so While user on offline they can only see their registered details on application</p> | Identify strong TR & EM                  |