

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 <ul style="list-style-type: none"> 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 acceptance of plasma transfer by the receiver body 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> When plasma donors wants to donate blood but doesn't know where to register When plasma is needed Plasma donor records 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> 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 <p>ONLINE:</p> <ul style="list-style-type: none"> Users can search through all the plasma donor list across the user base. <p>OFFLINE:</p> <ul style="list-style-type: none"> Donors receive alerts through SMS even when they are offline 	Identify strong TR & EM

	<div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>Before:</div> <div><ul style="list-style-type: none">• 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</div>			