

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><ul style="list-style-type: none">• People who need plasma and donate plasma.• Hospitals and clinics.</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div><ul style="list-style-type: none">• Unavailability of plasma.• Availability of plasma types.• Donors within the nearest location.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><ul style="list-style-type: none">• Posting the situation in the social media like What's app, Instagram, Twitter etc.• The existing application used only collecting details of donors, but it does not notify them at the right time.</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div><ul style="list-style-type: none">• Difficult to find donors at the right time or at the time of emergency.• Donors not aware of plasma.</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div><ul style="list-style-type: none">• During the COVID 19 crisis, the requirement of plasma became a high priority and the donor count has become low.• Saving the donor information and helping the needed one by notifying the current donors list, would be a great one.</div></div>	<div>7. BEHAVIOUR<div>BE</div><div><ul style="list-style-type: none">• Volunteer donors should comes forward to help the recipient.• The customer should give the correct information and should available in right time</div></div>	
<div>3. TRIGGERS<div>TR</div><div><ul style="list-style-type: none">• Seeing the donors count become low.• Emergency situation of plasma need.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>Finding respective donors, alerting recipient via email when the plasma is available.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div><ul style="list-style-type: none">• Making plasma request via the application.</div></div>	Extract online & offline CH of BE	
<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div><div>Before: Confused, Anxious, Exhausted, Scared.</div><div>After: Relaxed, Motivated.</div></div></div>		<div><ul style="list-style-type: none">• Arranging the required medical infrastructure for the donation• Donating the plasma.</div>		