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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Plasma Donors Plasma Seekers Plasma Donation Centres | 6. CUSTOMER CC <ul style="list-style-type: none"> Patients might not have proper means and procedures to procure plasma. Donation centers do not have an efficient way of managing the files and history of donations. | 5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Available solutions provide a platform to both donors and patients to keep a track of the availability and feasibility of the donation procedure. Some existing solutions also give suggestions regarding health, but these suggestions may not be advisable by a certified medical practitioner. | 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"> There is no set up and easy way of linking the donors, needy and patients without manual intervention. Lack of security Lack of awareness Lack of incentives for the donors | 9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Users are reluctant to undergo the tedious and trivial process that makes donation of plasma a daunting task. Additionally, they tend to be less motivated even when they qualify as a healthy donor. More often, they never get to truly visualize their good deeds towards the society. | 7. BEHAVIOUR BE <ul style="list-style-type: none"> Donors expect the process of donation is donor friendly, wherein if they register in the app, a date and time slot is assigned for donation in a nearby centre. Also, the details remain confidential and there will be no bias among the available donors. Patients expect that as soon as request is made, the list of available donors is shown. | Focus on I&P, tap into BE, understand RC |
| Identify strong TR & EM | 3. TRIGGERS TR <ul style="list-style-type: none"> Earn rewards for donation. Be more aware of your data. Understands the need. 4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Before: Fear, Hopeless After: Hopeful, Confident | 10. YOUR SOLUTION SL <p>A customizable Donation Web Based App that allows users to register either as a donor or a patient in need of plasma. Donors will get a date and time slot assigned for donation in a nearby centre. The app will also provide a way to store donation and patient history along with suggestions and ways of healthy lifestyle by certified medical practitioners.</p> | 8. CHANNELS of BEHAVIOUR CH <p>ONLINE</p> <ul style="list-style-type: none"> Google advertisement Through Social media <p>OFFLINE</p> <ul style="list-style-type: none"> Ask friends or other previous users recommendation. Awareness program and campaign can be done. | Extract online & offline CH of BE |

