Define CS, fit into CC

Explore AS, differentiate

1. CUSTOMER SEGMENT(S)　`CS`

Who is your customer?
Blood bank, donor

6. CUSTOMER CONSTRAINTS　`CC`

What constraints prevent your customers from taking action or limit their choices
of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Unavailability of donors is a major constraint.
Donors having any disease cannot donate blood.
Donors donated blood cannot donate blood for next three months.

5. AVAILABLE SOLUTIONS　`AS`

Which solutions are available to the customers when they face the problem

This application provides the availability of the donors and details of the blood bank. Requests will be implemented immediately.

Focus on J&P, tap into BE, understand RC

Focus on J&P, tap into BE, understand RC

2. JOBS-TO-BE-DONE / PROBLEMS　`J&P`

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

Registration of blood banks and donors can be done through this application.

9. PROBLEM ROOT CAUSE　`RC`

What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e. customers have to do it because of the change in regulations.

The entire world is today diagnosed with new diseases so it is essential to donate blood in order to save lives.

7. BEHAVIOUR　`BE`

What does your customer do to address the problem and get the job done?

This application displays the donors list and the blood bank can choose among the donors ad make a request according to their needs.

3. TRIGGERS

`TR`

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

To maintain a good social health among people.

Since blood is essential, having it ready in emergency cases might be helpful.

10. YOUR SOLUTION

`SL`

The application provides a platform for donors and blood bank. Based upon the request immediate actions will be taken.

8. CHANNELS of BEHAVIOUR

`CH`

8.1 ONLINE
To check the availability of donors.

8.2 OFFLINE

Can view the donors list.

Identif

4. EMOTIONS: BEFORE / AFTER

EM

How do customers feel when they face a problem or a job and afterwards?
i.e. lost, insecure > confident, in control – use it in your communication
strategy & design.

Uncertainty of availability of blood will be a major problem. But later
that is not the case.