

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

Who is your customer?
i.e. working parents of 0-5 y.o. kids

Anyone above the age of 21 can donate. We are working on a plasma therapy process where blood is donated and recieved

CS

6. CUSTOMER CONSTRAINTS

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.

You can donate every 28 days, up to 13 times a year. While the FDA does not allow donors to give plasma more frequently. Limited number of users can use it at the same time.

CC

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

It allows people to help each other. It is relatively safe process. The process can be very uncomfortable and it depletes the calcium levels in the body.

AS

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

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

The side effects of Plasma donation include nausea and dizziness and fainting in some cases. You may developed a raised bump or experience continued bleeding and bruising at the needle site too. Some people may experience pain and physical weakness after donating plasma.

J&P

9. PROBLEM ROOT CAUSE

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.

**Localized Allergic Reaction.
Air Embolism and Hemolysis.
Bruising and discomfort.**

RC

7. BEHAVIOUR

What does your customer do to address the problem and get the job done?
i.e. directly related: find the right solar panel installer, calculate usage and benefits;
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

This app is used to make donation and receiving of plasma easier so that anyone can access and use it. Intensity of this application is to connect donor and receiver in single platform. Donor can fill in the interest form to donate.

BE

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

Identify strong TR & EM

3. TRIGGERS

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

Many people need plasma for their treatment. Plasma donation helps in recovery of covid infected patients.

TR

4. EMOTIONS: BEFORE / AFTER

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.

Donor get fear, anxiety prior to donation give away largely positive emotional states like relaxation following donation.

EM

10. YOUR SOLUTION

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Our app allows the users to request and donate plasma to the requested person. Receiver can directly contact the donor and receive plasma. When you donate plasma, the blood that is drawn from your arm goes through a special machine to separate the different parts of your blood. Then we can get plasma which can be used for transfusion.

SL

8. CHANNELS of BEHAVIOUR

8.1 ONLINE
What kind of actions do customers take online? Extract online channels from #7

Online app allow users to make donations and receiver process easier. Send request from anywhere anytime.

8.2 OFFLINE
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

Users can donate and receive plasma and visit nearby plasma donation camps.

CH

Extract online & offline CH of BE