

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

i.e. working parents of 0-5 y.o. kids

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.

5. AVAILABLE SOLUTIONS

AS

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

Define CS, fit into CC

- Users of age between 18 and 65
- People willing to donate plasma
- Individuals in need of plasma

- Network connectivity
- Shortage of plasma
- Only registered users can donate and get information related to plasma

- They can send their queries through email - Late response
- Plasma availability - Not up-to-date

Explore AS, differentiate

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.

- The customer will be able to get the donor details and availability upon immediate request without any delays - CHATBOTS
- The statistics should be updated often.
- Create awareness of the Do's and Dont's, before and after plasma donation

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.

- Technological growth has not been implemented in these web applications.
- Due to the pandemic, plasma donation has been reduced, therefore the downfall.

7. BEHAVIOUR

BE

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)

- The camps which will be conducted will help the users to clarify the doubts
- If the donor is not sure of the consequences they can consult the doctors in the nearby hospitals which will be suggested in the website

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.

10. YOUR SOLUTION

SL

What kind of solution suits Customer scenario the best?
Adjust your solution to fit Customer behaviour, use Triggers, Channels & Emotions for marketing and communication.

8.1 ONLINE CHANNELS

CH

What kind of actions do customers take online?
Extract online channels from box #7 Behaviour

- In case of emergencies.
- Ease of access and requirement of blood type

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.

Emotions Before	Emotions After
No clarity about the availability of donors for the required blood type.	The user will be able to get the required details of the donor for particular blood type.
Not sure about the health issues of the donor	The customer will be able to know the medical condition of the donor, whether the donor is healthy or not?
Not able to find nearest donors available	Helps in finding the nearest donor

- The user and the donor both register all relevant information.
- An email message will be issued after registration is complete.
- The user can send a request for a blood group in need or donate plasma.
- It contains details regarding plasma donation camps, including information about the location of the events.
- The users can choose to obtain a home sample collection as well.
- We have chatbots to answer all queries of the donors or users and make sure they are comfortable with the process.
- The page is transparent about all the tie-ups with other organisations.
- E-certificates will be provided for their good deed of plasma donation

- Users get their e-certificates after donating plasma
- Get details regarding the camps
- Registering themselves to donate plasma

8.2 OFFLINE CHANNELS

CH

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

- People can consult with the doctors regarding their health and eligibility to donate plasma