

1. CUSTOMER SEGMENT(S)

CS

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

1. Donors (age 18+)
2. Patient
3. Hospitals

6. CUSTOMER CONSTRAINTS

CC

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

1. Regular Internet connection
2. Smartphone/laptop/Desktop

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 & these solutions have? i.e. pen and paper is an alternative to digital notetaking.

The existing application used only collecting details of donors but it does not notify them at the right time.

Our solution is building a website that notifies the donors at the right time, which will save lives.

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.

Difficult to find donors at the right time / at the time of emergency
Donors not aware of plasma requirements.

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.

Not able to find the donors at the time of emergency.

Count of donors has been tremendously decreasing since hospital management couldn't contact them or get them notified at the right time when plasma is needed.

7. BEHAVIOUR

BE

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

The customer comes forward to

1. Attending plasma donation camps.
2. Donate blood / Plasma

The hospital management/ patient is able to find plasma donors at the right time

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

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.

Using social media for finding donors.

4. EMOTIONS

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.

The life of the patient may be lost when there is no donor at the right time.

10. YOUR SOLUTION

SL

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.

Creating website which notify the donors when plasma is needed and send a request notification to donors.

This website will link the plasma donors with the patients who are in need of plasma

8. CHANNELS of BEHAVIOUR

CH

Online:

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

Can use the website to find donors.

Offline:

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

Can use the record maintained by the hospital.

Identify strong TR & EM

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