Define CS, fit into CC

1. CUSTOMER SEGMENT(S)   `CS`

People who have been diagnosed with Covid 19.

People who are looking for alternate treatment methods.

Hospital management and health care facilities requiring plasma.

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`

User can get donor through health care management and have to wait without any particular details.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS   `J&P`

Providing an intermediate between donor and the people in need for plasma.

Availing appropriate details of donors based on location and availability.

9. PROBLEM ROOT CAUSE   `RC`

High demand for fast and promising treatment to covid-19.The solution solves the need for a fast acquirement of donors and sharing information easily.

7. BEHAVIOUR   `BE`

Customer looks for donors and verifies matching donors for covid-19 negative and all medical preferences.
User requests for donor and waits.

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

3. TRIGGERS

TR

Looking for alternate and hopeful treatments for covid-19.

Success stories of plasma treatment on News and from acquaintances.

4. EMOTIONS: BEFORE / AFTER

EM

Before:
Anxious and impatient to get donor details.

After:
Focused and clear as they Get clear idea about the availability of donors.

10. YOUR SOLUTION

SL

By creating a web application that gives updated details of available donors nearby,we provide a intermediate for hospitals and patients and also indirectly give emotional support by providing true information.

8. CHANNELS of BEHAVIOUR

CH

8.1 **ONLINE**

The user uses online website for searching and requesting plasma donors.They have option to view updated progress anytime.

8.2 **OFFLINE**
It is not very helpful as user needs to check in with hospital for any update.