

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Plasma Donors and Seekers Clients and Hospitals 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> Patients can lack the necessary tools and methods for obtaining plasma. The data and history of donations are not managed by donation centers in an effective manner. 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Both donors and patients have a platform to monitor the availability and viability of the donation procedure thanks to the solutions that are already available. Some of the current solutions offer health-related recommendations, but a licensed doctor might not think these recommendations are wise. 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Plasma depend and supply gap has grown bigger Lack of security Lack of incentives for the donors Lack of awareness 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> Lack of plasma donors is the primary issue since only a small number of individuals are aware of how important plasma donation is. Users are reluctant to go through the laborious and unnecessary procedure, which makes donating plasma a difficult task. 	7. BEHAVIOUR BE <ul style="list-style-type: none"> Donors anticipate a user-friendly contribution process in which, after registering in the app, a date and time slot for their donation at a local center is assigned. Additionally, the information is kept private, and the potential contributors are impartial. Patients assume that as soon as a request is made, a list of available donors will appear. 	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> Gain benefits for your donation. Be more aware of your data. Understands the need. 4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Before: Confused, Scared, Anxious After: Motivated, Relaxed, Helpful 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> Users of a customizable donation web-based app can sign up as either donors or patients in need of plasma. Donors will get a date and time slot assigned for donation in a nearby center. Identifying appropriate donors and notifying the receiver through email when the plasma is ready. 	8. CHANNELS of BEHAVIOUR CH ONLINE <ul style="list-style-type: none"> Digital advertisement Social Media Marketing OFFLINE <ul style="list-style-type: none"> Request recommendations from friends or other users. Campaigns and awareness programs are possible. 	Extract online & offline CH of BE