

**1. CUSTOMER SEGMENT(S)**

Who is your customer?

**CS**

People who are seeking for the plasma donors (Recipients) and people who wish to donate their plasma (Donors) are our customers. Users of age between 18 and 65

**6. CUSTOMER CONSTRAINTS**

What constraints prevent your customers from taking action or their choices of solutions?

**CC**

Network Availability  
Availability of devices  
Lack of information  
Donor medical history  
Shortage of plasma

**5. AVAILABLE SOLUTIONS**

Which solutions are available to the customers when they face the problem

**AS**

Contact the donors manually Approaching various plasma donation Camps/centers. Existing applications only give the information about the donor and recipients these methods consume more time and manual work .

**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.

Finding the respective blood group donors at the right time finding the locomotive service at the time of emergency. The customer will be able to get the donor details and availability upon immediate request without any delays -CHATBOTS

**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?

People who need blood are increasing day by day. People who have diseases like anemia or people who have gotten into accidents and run out of blood need constant supply of blood to sustain their life and there is not enough blood available for them. It is not that people do not want to donate blood.

**7. BEHAVIOUR****BE**

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

The customer will go up to a hospital for donating the blood / Need of blood for the surgery but surgery but now they can use our application to do it Documentation work can be completed via online portal and dates for the transfer can be booked. 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.

Identify strong TR & EM	<div><div>3. TRIGGERS</div><div>TR</div><div>What triggers customers to act? In order to find the donors quickly within the time limit can make the user to use our application. In case of emergencies. Ease of access and requirement of blood type</div></div>	<div><div>10. YOUR SOLUTION</div><div>SL</div><div>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 behavior.  The main objective of this project is to provide the recipient with a donor who is in good form with no health ailments to donate blood of the corresponding blood group. This project provides quick access to donors for an immediate requirement of blood. In case of an emergency/surgery, blood procurement is always a major problem which consumes a lot of time. This helps serve the major time-lapse in which a life can be saved! The users can choose to obtain a home sample collection as well. We have catboats 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 organizations. E-certificates will be provided for their good deed of plasma donation 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</div></div>	<div><div>8.CHANNELS of BEHAVIOUR</div><div>CH</div><div><div>8.1 ONLINE</div><div>What kind of actions do customers take online?  The customer needs to register themselves in the application and then do all the documentation and verification work. Finding donors through social media will consume more time</div></div><div><div>8.2 OFFLINE</div><div>What kind of actions do customers take offline?  Physical need to go and donate the blood and do the manual process which can't be avoided. In OFFLINE, it will be difficult to find the donors at the time of emergency</div></div></div>	Identify strong TR & EM
	<div><div>4. EMOTIONS: BEFORE / AFTER</div><div>EM</div><div>How do customers feel when they face a problem or a job and afterwards?  Customers were confused, emotionally and mentally in a worse condition before find the donor but after using the application they will able to save who are in need and their mental condition will become stable after they find the donor not able to find nearest donors available</div></div>			