

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

- Plasma donors.
- A person who needs plasma.

6. CUSTOMER CONSTRAINTS

- Network issue.
- Unavailability of plasma at needed time.

5. AVAILABLE SOLUTIONS

AS

- Both donors and receivers can communicate through mail.
- Receiver can check the availability of donors whenever they need.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Lack of awareness among people.
- Do's and Dont's of before and after plasma donation.
- Donor should have enter his/her phone number to contact easily.

9. PROBLEM ROOT CAUSE

RC

- Lack of plasma donor is the primary issue we are facing nowadays.

7. BEHAVIOUR

BE

- 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

<div> 3. TRIGGERS TR </div> <div> <ul style="list-style-type: none"> ➤ Searching for a donor in hospitals on their own is not so easy. ➤ Datas whatever you entered should be correct. </div>	<div> 10. YOUR SOLUTION SL </div> <div> Finding the respective donor and notify them through email for the requests. </div>	<div> 8. CHANNELS of BEHAVIOUR CH </div> <div> The donor will register and they will be notified through the mail. </div>
<div> 4. EMOTIONS: BEFORE / AFTER EM </div> <div> Before : Scared, Anxious After : Hope, Relaxed </div>		