

Define CS, fit into CC	<div><div>1. CUSTOMER SEGMENT(S)</div><div>Every human being who needs and donates blood plasma</div></div>	<div><div>6. CUSTOMER CONSTRAINTS</div><div>Easy to access, quick help for emergency cases.</div></div>	<div><div>5. AVAILABLE SOLUTIONS</div><div>The blood donation websites are common but not blood plasma donation.</div></div>	Explore AS, differentia
Focus on J&P, tap into BE, understand RC	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS</div><div>During the COVID 19 crisis, the requirement of plasma became a high priority and the donor count has become low. Saving the donor information and helping the needy by notifying the current donors list, would be a helping hand. In regard to the problem faced, an application is to be built which would take the donor details, store them and inform them upon a request. Your customers? There could be more than one; explore different sides.</div></div>	<div><div>9. PROBLEM ROOT CAUSE</div><div>The root cause is the uncertainty of blood plasma criterions and hesitation for blood donation.</div></div>	<div><div>7. BEHAVIOUR</div><div>The customer can donate and request about blood plasma donation.</div></div>	Focus on J&P, tap into BE, understand RC

<div><div>3. TRIGGERS</div><div>The need for blood plasma.</div></div>	<div><div>10. YOUR SOLUTION</div><div>To create an interactive and user-friendly web application for users to register for blood plasma donation and request for blood plasma.</div></div>	<div><div>8. CHANNELS of BEHAVIOUR</div><div>The web application can notify the donors if any user requests for blood plasma and it makes blood plasma donation an easy process.</div></div>
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