1. CUSTOMER SEGMENT(S) — CS

- Donors who wants to donate their plasma.
- Seekers or needy who are in the need of plasma.

Define CS, fit into CC

6. CUSTOMER CONSTRAINTS — CC

- Easy finding of donors
- Availability of plasma types
- Donors within their nearest location

5. AVAILABLE SOLUTIONS — AS

- Asking their friends and family for donating their plasma
- Posting the situation in the social media
- Contacting nearest blood banks and NGO's

Explore AS, differentiate

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

- Helps the needy or plasma seeker to find the donors available to their nearest location.
- Provide a platform to volunteer donors to help the needy.
- Lack of information about the donors.
- The details of donors to be maintained properly.

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

9. PROBLEM ROOT CAUSE — RC

- 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.

7. BEHAVIOUR — BE

- Finding the available donors within their nearest location.
- Volunteer donors comes forward to help the needy.

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

3. TRIGGERS — TR

- Seeing the donors count become low.
- Emergency situation of plasma need.

Identify strong TR & EM

4. EMOTIONS: BEFORE / AFTER — EM

Confused, Anxious, Exhausted, Helpless, Scared, Relaxed, Motivated, Blessed

10. YOUR SOLUTION — SL

In regard to the problem faced, a web-based application is to be built which would take the donor details, store them and inform them upon a request.

8. CHANNELS of BEHAVIOUR — CH

- Register their information with the application
- Making plasma request via the application

8.2 OFFLINE

- Arranging the required medical infrastructure for the donation process.
- Donating the plasma.

Extract online & offline CH of BE