

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

A patient in need of plasma .

6. CUSTOMER CONSTRAINTS

CC

The constraints that prevent our customers from taking action or limit their choices of solutions are the network connection to use this web application ,the devices to access the application and the usage charges.

5. AVAILABLE SOLUTIONS

AS

There are plenty of solutions available in the real world regarding to the problem statement. But those solutions not only having the advantages but also has many disadvantages. The sole purpose of those projects is to develop a computer system that will link all donors, control a blood transfusion service and create a database to hold data on stocks of blood in each area.

Explore AS, differentiate

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.

It takes long time to find the details of donors manually. So to make the search easy and fast we need to create a web application. Patients are unaware of donors. So, we have to bridge the gap between them by using this application.

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?
i.e. customers have to do it because of the change in regulations.

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.

7. BEHAVIOUR

BE

i.e. directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

The user/patient finds the right plasma donor application and interacts with the application. Registers by giving the details as a donor. The database will have all the details and if a user posts a request then the concerned blood group donors will get notified about it. Calculate the usage and accuracy in finding the donor details.

3. TRIGGERS**TR**

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Advertising plan for blood donor app, that is we have to spread the need of plasma donor app over the specific hospitals which needs the plasma mostly and this will trigger people to use plasma web application.

When they read our efficient solutions in the popular magazines and newspapers.

4. EMOTIONS: BEFORE / AFTER**EM**

How do customers feel when they face a problem or a job and afterwards?

i.e. lost, insecure > confident, in control - use it in your communication strategy & design.

They feel so annoyed when they don't find any donors and they feel insecure. They will lose their hope gradually when they don't find any donors.

10. YOUR SOLUTION**SL**

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 behaviour.

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. This Application will collect the details of donors and make sure that in case of need, the blood will be made available to the patient. It aims to create an information about the donor and patients that are related to donating and receiving the blood. The Proposed system will be used in Blood banks, both private and public hospitals.

8. CHANNELS of BEHAVIOUR**CH****8.1 ONLINE**

What kind of actions do customers take online? Extract online channels from #7

8.2 OFFLINE

What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

The donor will register the details of his/her donation. And the user /patient will request on the application and the application will inform them as a response via mail.