

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><ul style="list-style-type: none"><li>Donors who wants to donate their plasma.</li><li>Seekers or needy who are in the need</li></ul></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><ul style="list-style-type: none"><li>Easy finding of donors</li><li>Availability of</li></ul></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><ul style="list-style-type: none"><li>Asking their friends and family for donating their</li></ul></div>	Explore AS, differentiate
	<div><div>J&amp;P</div><ul style="list-style-type: none"><li>Helps the needy or plasma seeker to find the donors available to their nearest location.</li><li>Provide a</li></ul><div>ess for your customers? ides.</div></div>	<div><div>RC</div><div>During the COVID 19 crisis, the requirement of plasma became a high priority and the</div><div>ob? : in regulations.</div></div>	<div><div>BE</div><ul style="list-style-type: none"><li>Finding the available donors within their nearest location.</li><li>Volunteer donors</li></ul><div>ern and get the job done? er, calculate usage and benefits; in volunteering work (i.e. Greenpeace)</div></div>	
Focus on J&P, tap into BE, understand RC	<div>3. TRIGGERS<div>TR</div><div>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</div></div>	<div>10. YOUR SOLUTION<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 behaviour.</div></div>	<div>8. CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7</div></div>	Extract online & offline CH of BE
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>Confused, Anxious, Exhausted Helpless Scared</div><div>or a job and afterwards? your communication strategy &amp; design.</div></div>		<div>8.2 OFFLINE ctract offline channels from #7</div> <ul style="list-style-type: none"><li>Arranging the required medical</li></ul>	