Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

There will be 2 types Customers
->Hospital management
->Cosumers
    ->Blood donars
    ->Requsting for blood to a operation / surgery

6. CUSTOMER CONSTRAINTS `CC`

-> Is it secure?
-> Is the source legit?
-> Whether will I get the blood on time?
-> Is the donation worthful and secure?

5. AVAILABLE SOLUTIONS `AS`

Till now all the blood donation and blood transaction is done via Hospital and it will be a manual and physical process so It may consume a lot of time and work.

Our solution is to build an application so that physical work will be reduced and most of the documentation work will be over within the application.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

-> Need to create and portal for all types of user login

-> UI must be simple and neat so that the user can navigate to anywhere they want too.

-> Data integrity and consistency must the maintained

-> Document verification must be done automatically

9. PROBLEM ROOT CAUSE `RC`

The need of the solution is to reduce the time of the manual process and even to expand the accessibility region so the beneficiary will increase.

7. BEHAVIOUR `BE`

The customer will go up to an hospital for donating the blood / Need of blood for the surgery but now they can use our application to do it and documentation work can be completed via online portal and dates for the transfer can be booked

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

Identify strong TR & EM

3. TRIGGERS `TR`

The need for the blood within a certain time limit can make the user to use our application

4. EMOTIONS: BEFORE / AFTER `EM`

Customers were confused, emotionally and mentally in a worse condition but after using the application they will able to save their loved one and their mental condition will become stable now.

10. YOUR SOLUTION `SL`

Our solution is to build an application where blood donation can be done / even the requisition of blood can also be done with proper verification and documentation of all the work that has been and will be done.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
The customer needs to register themselves in the application and then do all   the documentation and verification work.
8.2 OFFLINE
Physically need to go and donate the blood and do the manual process which can't be avoided

Identify strong TR & EM