1. CUSTOMER SEGMENT(S)

- Donors
- Patient
- Hospitals

6. CUSTOMER CONSTRAINTS

- Regular Internet connection
- Donor health condition
- Unavailability of plasma

5. AVAILABLE SOLUTIONS

The existing application used only collecting details of donors but it does not notify them at the right time.
Our solution is building a website that notifies the donors at the right time.

2. JOBS-TO-BE-DONE/PROBLEMS

- Difficult to find donors at the right time / at the time of emergency.
- Donors not aware of plasma requirements.

9. PROBLEM ROOT CAUSE

- Not able to find the donors at the time of emergency.
- Count of donors has been tremendously decreasing since hospital management couldn't contact them or get them notified at the right.

7. BEHAVIOUR

The customer comes forward to
- Attend plasma donation camps.
- Donate plasma
- The hospital management/ patient is able to find plasma donors at the right time.

3. TRIGGERS

Blood donation improves or saves lives and enhances social solidarity. It is also influenced by increasing deaths due to unavailability of plasma at required times.

4. EMOTIONS: BEFORE/AFTER

Before:
Patient/ hospital find it hard to get a right resource to get plasma leaving them upset.

After:
The donors and customers have a feeling of satisfaction.

10. YOUR SOLUTION

Creating website which will provide information about available donors and plasma. If not available, the customer will be notified when plasma is available.

8. CHANNELS OF BEHAVIOUR

Online:
Can use the website to find donors.

Offline:
Can use the record maintain by the hospital.