

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b>  It differs in the level of readiness. They are: <ol style="list-style-type: none"> <li>Donations.</li> <li>Barriers.</li> <li>Motives.</li> <li>Racial differences.</li> </ol>	<b>6. CUSTOMER CONSTRAINTS</b> <b>CC</b>  <ol style="list-style-type: none"> <li>Plasma donor should be 18 years and above and weigh atleast 50kg.</li> <li>Must pass a medical examination.</li> <li>Test for transmissible viruses like hepatitis and HIV.</li> <li>Follow a recommended diet including 50-80g of daily protein.</li> <li>Complete an extensive medical history screening.</li> </ol>	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b>  <ol style="list-style-type: none"> <li>Eat a lite meal.</li> <li>Avoid nicotine (or) alcohol.</li> <li>Direct contact between donors and patients.</li> <li>Drink more fluids than usual for next few hours for hydration and to replenish the liquids that are lost.</li> </ol>	Explore AS, differentiate
	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b>  To be done: <ol style="list-style-type: none"> <li>Inventory maintenance.</li> <li>Donor and staff safety measures.</li> <li>Consumable supply and maintenance.</li> <li>Future challenges.</li> </ol> Problems: <ol style="list-style-type: none"> <li>Plasma shortage.</li> <li>Lack of time.</li> <li>Challenges in eligibility criteria.</li> <li>Medical reasons unrelated to plasma donation.</li> </ol>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b>  <ol style="list-style-type: none"> <li>Unawareness about plasma donation.</li> <li>Eligibility criteria.</li> <li>Plasma removal means removing some water from the body resulting in mild dehydration and makes them feel dizzy.</li> <li>Frequent donation might result in depleting immunoglobulin levels.</li> <li>Citrate reaction is a very serious side effect but it is very rare.</li> </ol>	<b>7. BEHAVIOUR</b> <b>BE</b>  <ol style="list-style-type: none"> <li>Self-image:             <p>Donate because it helps to create a positive external image before others.</p> </li> <li>Desire to help:             <p>Donate because they want to contribute to the General welfare of society.</p> </li> <li>Generosity:             <p>Donate because they are a generous person by Nature.</p> </li> </ol>	
<b>3. TRIGGERS</b> <b>TR</b>  Show the demographic and donation history sub-groups and is positively triggered and correlated with the intent to return for future donation.	<b>10. YOUR SOLUTION</b> <b>SL</b>  <ol style="list-style-type: none"> <li>A proper diet before donation.</li> <li>A user-friendly application.</li> <li>Proper communication between donors and patients.</li> <li>Following all the metrics and measures before and after donating plasma.</li> </ol>	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> <b>8.1 ONLINE</b>  Best channels are: <ol style="list-style-type: none"> <li>Instagram</li> <li>Podcasts</li> <li>WhatsApp</li> <li>Triggered Emails</li> </ol> <b>8.2 OFFLINE</b>  It is difficult to increase the scalability ('n' users to millions of Users) of the plasma donors.	Extract online & offline CH of BE	
<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> Before: <ol style="list-style-type: none"> <li>Less stress, less isolation.</li> <li>More emotional well-being.</li> </ol> After: <ol style="list-style-type: none"> <li>Immediate, anticipatory and reflective emotions.</li> </ol>				