

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS In contrast to blood donors, the majority of plasma donors are male. Young donors, <35 years old, who provide fewer donations than older donors, make the majority of donations. Heavier donors donate the most frequently.	6. CUSTOMER CONSTRAINTS CC Avoid alcohol for at least four hours after your donation. Avoid tobacco and nicotine for at least one hour post donation. Avoid strenuous activity, including heavy lifting, for the rest of the day. Complete your daily protein intake with your next meal or meals.	5. AVAILABLE SOLUTIONS AS Drink an extra 16 ounces of clear, nonalcoholic fluids (preferably water) before your donation. This can help prevent dizziness, Fainting, Lightheadedness, and fatigue, some of the most common side effects associated with plasma donation.	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	2. JOBS-TO-BE-DONE / PROBLEMS J&P Jobs to be done: ·Check your hemoglobin level. ·Pass a medical test and submit the fitness certificate. Problems: ·For most people, donating plasma does not cause any side effects but some donars can experience fatigue, bruising, bleeding, or dehydration. ·Additionally, we may feel dizzy or lightheaded. ·Fainting can also occur.	9. PROBLEM ROOT CAUSE RC It is difficult to search for plasma donors in offline during emergency situations.	7. BEHAVIOUR BE ·Donar submit his/her details through registration for plasma donation. ·Donar submit certificate.	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	3. TRIGGERS TR Donating plasma have a positive impact on your physical health. One health benefit of regular plasma donation is the potential reduction of bad cholesterol levels and the increase of good cholesterol, especially in women. 4. EMOTIONS: BEFORE / AFTER EM Before donating plasma it is important to: • Drink plenty of water to be fully hydrated • Notify center personnel if you have had recent surgery. After: May cause dizziness or lightheadedness, fatigue, dehydration and you may also feel tired.	10. YOUR SOLUTION SL our website allows the user to register and donate the plasma. Receiver can directly contact the donor and receive plasma via hospital.	8. CHANNELS of BEHAVIOUR CH 8.1 Online: Donor submit his/her details in the website. 8.2 Offline: Donar donates the plasma.	Identify strong TR & EM

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