

## 1. CUSTOMER SEGMENT(S)

- Hospitals
- Patient
- Donors

## 6. CUSTOMER CONSTRAINTS

- Internet connection
- Patient health condition
- Unavailability of plasma

## 5. AVAILABLE SOLUTIONS

Here we have approached and collected all the details of the donors and notify them at correct time.

Our solution is that to send the donors to the required ones to the hospital using social media.

## 2. JOBS-TO-BE-DONE/PROBLEMS

- Difficult to find donors at the emergency.
- It is more difficult to find for the rare groups.

## 9. PROBLEM ROOT CAUSE

- Hard to find the donors at the emergency time / Right time.
- Requirement for the donors are increasing and donors are decreasing drastically, so it is difficult to get from the hospitals and taking more time.

## 7. BEHAVIOUR

Here the customer take step to:

- Attend plasma donation camps.
- Check with the hospital management and provide in right time.
- Donate plasma.

## 3. TRIGGERS

Here the main aim to save lives is blood donation and enhance social activities. Since it is influenced in increasing in deaths due to unavailability of plasma.

## 4. EMOTIONS: BEFORE/AFTER

### Before:

They have to check the patient health condition of the plasma donor and we must see previous medical issues.

### After:

The donor must be satisfied to the plasma donor.

## 10. YOUR SOLUTION

*Our solution is to find the donor using the application / website and arrange them in the correct time or we can use with the help of the social media.*

## 8. CHANNELS OF BEHAVIOUR

### Online:

*Can use with help of social media...*

### Offline:

Can use the record maintain by the hospital.