

Define CS, fit into CC

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

Explore AS, differentiate

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

1. CUSTOMER SEGMENT(S)

Who is your customer?

Person who thinks to donate plasma and person who needs Plasma

CS

6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e., spending power, budget, no cash, network connection, available devices.

This application needs internet connection. Other than this, it is compatible with all devices. It is free of cost and no need to pay for donation.

CC

5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e., pen and paper is an alternative to digital notetaking

AS

2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides.

If they are in need of plasma, our application may be very useful for them. Hence, they need to use this.

J&P

9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists? What is the back story behind the need to do this job? i.e., customers have to do it because of the change in regulations.

May people or patients' needs plasma in emergency situation. Hence it will be the solution.

RC

7. BEHAVIOUR

What does your customer do to address the problem and get the job done? i.e., directly related: find the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e., Greenpeace)

They need to search the right donor for them according to the blood group.

BE

<p>3. TRIGGERS</p> <p>What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.</p> <p>By many people using this and many find this application usefull.</p>	<p>TR</p>	<p>10. YOUR SOLUTION</p> <p>If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.</p> <p>If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.</p>	<p>SL</p>	<p>8. CHANNELS of BEHAVIOUR</p>	<p>CH</p>
<p>4. EMOTIONS: BEFORE / AFTER</p> <p>How do customers feel when they face a problem or a job and afterwards? i.e. lost, insecure > confident, in control - use it in your communication strategy & design.</p> <p>Upon design the customer feels confident and patients is important.</p>	<p>EM</p>	<p>8.1 ONLINE</p> <p>What kind of actions do customers take online? Extract online channels from #7</p> <p>Search the donor and list of donor is online service which needs internet.</p> <p>8.2 OFFLINE</p> <p>What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.</p> <p>This application cant be used as offline application.</p>			