

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)  
Who is your customer?  
i.e. working parents of 8-15 y.o. kids

CS

Anyone above the age of 21 can donate plasma and anyone who is in need of plasma can raise a request.

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, convenience, available devices.

CC

A donor cannot give plasma frequently that is one can give plasma once in 28 days.

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

The existing solution is to raise a request in a blood bank and only limited no of people get notified about the request.

Explore AS, differentiate

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

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.

J&P

The immediate donor availability and donor details can be found.  
The donor drives are informed for more donations.

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.

RC

The immediate availability of plasma is required to treat many diseases and cure them only if the plasma is received in time.

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)

BE

The user can create a request for a plasma and also register as a donor. The donor list will be viewed for priority requests

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

Identify strong TR & EM

3. TRIGGERS  
What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

TR

The need for plasma triggers the consumers to use the app

4. EMOTIONS: BEFORE / AFTER  
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.

EM

Receivers will have fear and anxiety about when they receive the donation of plasma.

10. YOUR SOLUTION  
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.  
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.

SL

The app will let the users create a request for a plasma that is needed. The donors on seeing the request will act to the message by submitting the details and taking forward the donation. The priority can be set by the admin in the hospital.

8. CHANNELS of BEHAVIOUR  
**8.1 ONLINE**  
What kind of actions do customers take online? Extract online channels from #7  
The online app will let the users to receive the plasma they are waiting for.  
**8.2 OFFLINE**  
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.  
The nearby donation drives will be notified.

CH

Identify strong TR & EM