

Define CS, fit into	<div><div>1. CUSTOMER SEGMENT(S)<div>Who is your customer?</div><div>1. CUSTOMER SEGMENT(S)<ul style="list-style-type: none">DonorsPatientHospitals</div></div></div>	<div><div>6. CUSTOMER<div>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.</div><div>6. CUSTOMER CONSTRAINTS<ul style="list-style-type: none">Regular Internet connectionDonor health conditionUnavailability of plasma</div></div></div>	<div><div>5. AVAILABLE SOLUTIONS<div>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</div><div>5. AVAILABLE SOLUTIONS<div>The existing application used only collecting details of donors but it does not notify them at the right time. Our solution is building a website that notifies the donors at the right time.</div></div></div></div>	Explore AS, AS, AS
	<div><div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? <i>There could be more than one, unless different sides</i></div><div>2.JOBS-TO-BE- DONE/PROBLEMS<ul style="list-style-type: none">Difficult to find donors at the right time at the time of emergency.Donors not aware of plasma requirements.</div></div></div>	<div><div>9. PROBLEM ROOT CAUSE<div>What is the real reason that this problem exists? What is the back story behind the need to do this job?</div><div>9. PROBLEM ROOT CAUSE<ul style="list-style-type: none">Not able to find the donors at the time of emergency.Count of donors has been tremendously decreasing since hospital management couldn't contact them or get them notified at the right.</div></div></div>	<div><div>7. BEHAVIOUR<div>What does your customer do to address the problem and not 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)</div><div>7.BEHAVIOUR<div>The customer comes forward to<ul style="list-style-type: none">Attend plasma donation camps.Donate plasmaThe hospital management/patient is able to find plasma donors at the right time.</div></div></div></div>	Focus on J&P, tap into BE, unde
Focus on J&P, tap into BE, understand	<div><div>3. TRIGGERS<div>Blood donation improves or saves lives and enhances social solidarity. It is also influenced by increasing deaths due to unavailability of plasma at required times.</div></div></div>	<div><div>10. YOUR SOLUTION<div>Creating website which will provide information about available donors and plasma. If not available, the customer will be notified when plasma is available.</div></div></div>		
	<div><div>4. EMOTIONS: BEFORE / AFTER<div>Before: Patient/ hospital find it hard to get a right resource to get plasma leaving them upset. After: The donors and customers have a feeling of satisfaction.</div></div></div>	<div><div>8. CHANNELS of BEHAVIOUR<div>8.1 ONLINE<div>Online: Can use the website to find donors.</div><div>8.2 OFFLINE<div>Offline: Can use the record maintain by the hospital.</div></div></div></div></div>		
Identify strong TR & EM				