

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> 1.Donors(Age-18+) 2.Patients(Plasma donor needy) 3.Hospital Management 	6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> 1.Lack of plasma donors 2.Regular Internet Connection 3.Smartphone/Laptop/Desktop 4.Knowledge about application usage 	5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> 1.Plasma donors wants to be connected within a common platform 2.This application used only collecting the details of donors 	Explore AS, differentiate
	2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> 1.Difficult to find the donors at the right time 2.Proper instructions must be given for the donors while they give plasma 	9. PROBLEM ROOT CAUSE RC <ul style="list-style-type: none"> 1. Not able to find the donors at the time of emergency 2.Only few peoples know about the importance of plasma donation 	7. BEHAVIOUR BE <ul style="list-style-type: none"> 1.Find the right donors for plasma donation 2.Getting the informations about plasma donors 	
Identify strong TR & EM	3. TRIGGERS TR <ul style="list-style-type: none"> 1.Finding the plasma donors by using social media and save lives 	10. YOUR SOLUTION SL <ul style="list-style-type: none"> 1.Connecting more number of peoples in a common platform 2.Spreading the knowledge about plasma donation 	8. CHANNELS of BEHAVIOUR CH <ul style="list-style-type: none"> Online:Can use the website to find the donors 	Extract online & offline CH of BE
	4. EMOTIONS: BEFORE / AFTER EM <ul style="list-style-type: none"> Before:Hard to get a right resource After:Easy to found a plasma donors 		8.2 OFFLINE <ul style="list-style-type: none"> Offline:Can use the record maintained by the hospital management 	