

Define CS, fit into CC	CS	CC	AS	Explore AS, differentiate
<b>1. CUSTOMER SEGMENT(S)</b> Target customer segments -> Hospital management -> Counsellors -> Blood donors -> Requesting for blood to a operation / surgery		<b>6. CUSTOMER CONSTRAINTS</b> -> Is it secure? -> Is the source legit? -> Whether will I get the blood on time? -> Is this donation profitable and secure?	<b>5. AVAILABLE SOLUTIONS</b> Till now all the blood donation and blood transaction is done via manual process and physical process so it may consume a lot of time and work. Our solution is to build an application so that physical work will be reduced and most of the documentation work will be over within the application.	

Focus on J&P, tap into BE, understand RC	J&P	RC	BE	Focus on J&P, tap into BE, understand RC
<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> -> Need to create and portal for all types of user login -> UI must be simple and neat so that the user can navigate to anywhere they want too -> Data integrity and consistency must be maintained -> Document verification must be done automatically		<b>9. PROBLEM ROOT CAUSE</b> The need of the solution is to reduce the time of the manual process and even to expand the accessibility region so the beneficiary will increase.	<b>7. BEHAVIOUR</b> The customer will go up to an hospital for donating the blood / Need of blood for the surgery but now they can use our application to do it easily and they can be notified via online portal and dates for the transfer can be booked	

Identify strong TR & EM	TR	SL	CH	Identify strong TR & EM
<b>3. TRIGGERS</b> The need for the blood within a certain time limit can make the user to use our application		<b>10. YOUR SOLUTION</b> Our solution is to build an application where blood donation can be done / even the requestion of blood can also be done with proper verification and documentation of all the work that has been and will be done.	<b>8. CHANNELS of BEHAVIOUR</b> <b>8.1 ONLINE</b> The customer needs to register themselves in the application and then do all the documentation and verification work. <b>8.2 OFF-LINE</b> Physically need to go and donate the blood and do the manual process which can't be avoided	
<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> Customers were confused, emotionally and mentally in a worse condition but after using the application they will able to save their loved one and their mental condition will become stable now.				