2. JOBS-TO-BE-DONE / PROBLEMS

-The user/customer found inconvenient in this plasma donor application that the user expecting more specification could be added if possible

9. PROBLEM ROOT CAUSE **RC**

-The user/customer is new to use this application

-The user/customer have no knowledge about this application

-When the user/customer missed out the proper guidance about how to use handle this application

7. BEHAVIOUR **BE**

- The user/customer is new to use this application
- The user/customer have no knowledge About this application
- When the user/customer missed out the proper guidance about how to use handle this application

Team ID:

-In the such cases the most important suggestion of the user/customer are developed and made available in updates

| Identify strong TR & EM | **3. TRIGGERS** `TR` -The awareness of the application motivates the users to use this application | **10. YOUR SOLUTION** `SL` - The suggestion which made by the user/customer user will be noted and the apt suggestions will be added in further updates | **8. CHANNELS of BEHAVIOUR** `CH` **ONLINE** - Awareness videos/content made the donor to donate the plasma **OFFLINE** - To encourage and motivate the medical field-oriented personal to use the application |
| | **4. EMOTIONS: BEFORE / AFTER** `EM` Before – when the users/customers expected specification not met makes them enthusiastic After – As the users/customers who recovered from there errors they will becomes comfortable and friendly with this environment | | |