**Define CS, fit into CC**

### 1. CUSTOMER SEGMENT(S)  CS

- Donors
- Patient
- Hospitals

### 6. CUSTOMER CONSTRAINTS  CC

- Regular Internet connection
- Donor health condition
- Unavailability of plasma

### 5. AVAILABLE SOLUTIONS  AS

The existing application used only collecting data collecting details of donors but it does not notify them at the right time.

Our solution is building a website that notifies the donor at the same time.

**Explore AS, differentiate**

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

### 2. JOBS-TO-BE-DONE / PROBLEMS  J&P

- Difficult to find donors at the right time / at the time of emergency.
- Donors not aware of plasma requirements.

### 9. PROBLEM ROOT CAUSE  RC

- 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.

### 7. BEHAVIOUR  BE

The customer comes forward to:

- Attend plasma donation camps.
- Donate plasma
- The hospital management/ patient is able to find plasma donors at the right time.

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

## 3. TRIGGERS  `TR`

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.

## 4. EMOTIONS: BEFORE / AFTER  `EM`

**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.

## 10. YOUR SOLUTION  `SL`

Creating website which will provide information about available donors and plasma. If not available, the customer will be notified when plasma is available.

## 8.CHANNELS of BEHAVIOUR  `CH`

ONLINE

Can use the website to find donors.

OFFLINE

Can use the record maintain by the hospital.

Identify strong TR&EM

Identify strong TR&EM