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| Define CS, fit into CC | 1. CUSTOMER SEGMENT(S) CS <ul style="list-style-type: none"> Patients A person who needs plasma Hospital management person for their patients | 6. CUSTOMER CONSTRAINTS CC <ul style="list-style-type: none"> The main constraint is lack of plasma donors Device availability Network connection Knowledge about application usage | 5. AVAILABLE SOLUTIONS AS <ul style="list-style-type: none"> Plasma donors and needers want to be in a connect within a common platform Make the awareness about plasma donation | Explore AS, differentiate |
| | 2. JOBS-TO-BE-DONE / PROBLEMS J&P <ul style="list-style-type: none"> Information needs to be collected about physical qualification of person who can give plasma donation for shortlist the registration Proper instruction must be given for the donors while they give plasma Data collected from users must properly and securely stored | 9. PROBLEM ROOT CAUSE. RC <p>Only few peoples know about importance of plasma donation so lack of plasma donors is main reason</p> | 7. BEHAVIOUR BE <ul style="list-style-type: none"> This system worked with the help of data that are stored in database about donors Find the right donor for plasma donation | |

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| Identify strong TR & EM | 3. TRIGGERS TR <p>The highest need of plasma can trigger the peoples to use the plasma donor application widely</p> | 10. YOUR SOLUTION SL <p>Connect the peoples in a common platform</p> <p>Spreading knowledge about plasma donation and connect more number of people in this common medium</p> | 8. CHANNELS of BEHAVIOUR CH <p>8.1 While users on online they can register with our details, they can put request for plasma and they can check for nearest people</p> <p>8.2 Cloud is based on internet connection so While user on offline they can only see their registered details on application</p> | Identify strong TR & EM |
| | 4. EMOTIONS: BEFORE / AFTER EM <p>Now a days plasma is mostly required one like blood and other things for many treatments There is less awareness about plasma donation After this app launched plasma donors can easily found</p> | | | |

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