

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div><ul style="list-style-type: none">Plasma Donors who want to donates blood.Hospital or Blood Bank who needs blood.</div></div>	<div>6. CUSTOMER<div>CC</div><div><ul style="list-style-type: none">Patients might not have proper means and procedures to procure plasma.Donation centers do not have an efficient way of managing the files and history of donations.</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div><ul style="list-style-type: none">Available solutions provide a platform to both donors and patients to keep a track of the availability and feasibility of the donation procedure.Some existing solutions also give suggestions regarding health, but these suggestions may not be advisable by a certified medical practitioner.</div></div>	Explore AS, differentiate
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&P</div><div><ul style="list-style-type: none">There is no set up and easy way of linking the donors, needy and patients without manual intervention.Lack of securityLack of awarenessLack of incentives for the donors</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div><ul style="list-style-type: none">Users are reluctant to undergo the tedious and trivial process that makes donation of plasma a daunting task.Additionally, they tend to be less motivated even when they qualify as a healthy donor. More often, they never get to truly visualize their good deeds towards the society.</div></div>	<div>7. BEHAVIOUR<div>BE</div><div><ul style="list-style-type: none">Donors expect the process of donation is donor friendly, wherein if they register in the app, a date and time slot is assigned for donation in a nearby center.Also, the details remain confidential and there will be no bias among the available donors.Patients expect that as soon as request is made, the list of available donors is shown.</div></div>	
<div>3. TRIGGERS<div>TR</div><div><ul style="list-style-type: none">Earn rewards for donation.Be more aware of your data.Understands the need.</div></div>	<div>10. YOUR SOLUTION<div>SL</div><div>A web-based donation app that allows users to register as either donors or patients in need of plasma. The donor will be given a date and time slot Located near a donation center. As part of the app, certified medical practitioners will also provide suggestions and ways of living a healthy lifestyle.</div></div>	<div>8.CHANNELS of BEHAVIOUR<div>CH</div><div>ONLINE<div><ul style="list-style-type: none">Google advertisementThrough Social media</div>OFFLINE<div><ul style="list-style-type: none">Ask friends or other previous users recommendation.Awareness program and campaign can be done.</div></div></div>	Extract online & offline CH of BE	
<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div><ul style="list-style-type: none">Before: Fear, HopelessAfter: Hopeful, Confident</div></div>				
Identify strong TR & EM				