

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

Who is your customer?  
i.e. working parents of 0-5 y.o. kids

Who is in need plasma donor .He is the customer.  
The people suffered from Covid-19 suffer may act as a customer.

CS

## 6. CUSTOMER CONSTRAINTS

What constraints prevent your customers from taking action or limit their choices of solutions? i.e. spending power, budget, no cash, network connection, available devices.

Network connection may not.  
Difficult to charge a device everywhere.  
Device may not available everywhere.

CC

## 5. AVAILABLE SOLUTIONS

Which solutions are available to the customers when they face the problem or need to get the job done? What have they tried in the past? What pros & cons do these solutions have? i.e. pen and paper is an alternative to digital notetaking

Bringing recovered patient back to hospital.  
And further next donation is impossible.  
Plasma demand and supply gap has grown even bigger.

AS

Explore AS, differentiate

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

## 2. JOBS-TO-BE-DONE / PROBLEMS

Which jobs-to-be-done (or problems) do you address for your customers?  
There could be more than one; explore different sides.

Customer couldn't know how to find the nearest donor.  
Sometimes donor couldn't know how to donate plasma in plasma center.

J&P

## 9. PROBLEM ROOT CAUSE

What is the real reason that this problem exists?  
What is the back story behind the need to do this job?  
i.e. customers have to do it because of the change in regulations.

Seek help from more experienced plasma specialist.  
Plasma is available.  
More number of information are available.

RC

## 7. BEHAVIOUR

What does your customer do to address the problem and get the job done?  
i.e. directly related: find the right solar panel installer, calculate usage and benefits;  
indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace)

Donor identification.  
Swab test(RT PCR) positive report.  
14-28 days after discharge.  
Haemoglobin%>12.5 gm.

BE

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

Identify strong TR & EM

## 3. TRIGGERS

What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news.

Make advertisement on social media about application.

TR

## 4. EMOTIONS: BEFORE / AFTER

How do customers feel when they face a problem or a job and afterwards?  
i.e. lost, insecure > confident, in control - use it in your communication strategy & design.  
Before: Feel very depressed to find the donor in critical situation.  
After: Feel happy no need to suffer to find the donor in critical situation.

EM

## 10. YOUR SOLUTION

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality.  
If you are working on a new business proposition, then keep it blank until you fill in the canvas and come up with a solution that fits within customer limitations, solves a problem and matches customer behaviour.

Online web application can be created for identifying plasma donors  
All information should be available on application.

SL

## 8. CHANNELS of BEHAVIOUR

8.1 ONLINE  
What kind of actions do customers take online? Extract online channels from #7

All feature are accessible during online.

8.2 OFFLINE  
What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development.

All feature cannot be accessible in offline.

CH

Extract online & offline CH of BE