

Define CS, fit into CC	<p>1. CUSTOMER SEGMENT(S) CS</p> <p>The main customers for our project are:</p> <ul style="list-style-type: none"> • Persons who need plasma • Patients • Hospital Management 	<p>6. CUSTOMER CONSTRAINTS CC</p> <ul style="list-style-type: none"> • Device availability • Network connection • Knowledge about application usage 	<p>5. AVAILABLE SOLUTIONS AS</p> <ul style="list-style-type: none"> • Plasma donors and recipients have to be in contact within • a common platform • Make the awareness about plasma donation 	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<p>2. JOBS-TO-BE-DONE / PROBLEMS J&P</p> <ul style="list-style-type: none"> • Information needs to be collected about physical • Qualification of person who can give plasma donation for • Shortlisting the registration • Data collected from users properly and securely. • Need to store all data. • Proper instruction must be given for the donors while donating the plasma. 	<p>9. PROBLEM ROOT CAUSE RC</p> <ul style="list-style-type: none"> • Only few people know about the importance of plasma donation and so the lack of plasma donors is the root cause. 	<p>7. BEHAVIOUR BE</p> <ul style="list-style-type: none"> • Find the right donor for plasma donation • This application works with the help of data that are stored in database of donors 	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<p>3. TRIGGERS TR</p> <ul style="list-style-type: none"> • Need of plasma triggers people to use this application 	<p>10. YOUR SOLUTION SL</p> <ul style="list-style-type: none"> • Connects plasma recipients and donors through • the common platform • Spread the awareness about the plasma donation 	<p>8. CHANNELS of BEHAVIOUR CH</p> <div data-bbox="1377 131 1925 711"> <p>8.1 ONLINE</p> <ul style="list-style-type: none"> • While users online they can register their details for donating as well as requesting and can check for the nearest plasma donor <p>8.2 OFFLINE</p> <ul style="list-style-type: none"> • Cloud works only with the internet connection so the offline users can only view their application. </div>	Identify strong TR & EM
	<p>4. EMOTIONS: BEFORE / AFTER EM</p> <p>BEFORE</p> <p>People are mostly aware about blood donation and its importance and less aware about plasma donation</p> <p>AFTER</p> <p>People come to know about the plasma donation and its importance.</p>			