

Define CS, fit into CC

<div>1. CUSTOMER SEGMENT(S)<div>Who is your customer? i.e. working parents of 0-5 y.o. kids plasma donors must be 18 years of age weight at least 110 pounds(50kg)</div><div>CS</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>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. Constraints and challenges in convalescent plasma collection amidst the covid 19 pandemic strategies and recommendations to overcome</div><div>CC</div></div>	<div>5. AVAILABLE SOLUTIONS<div>Which solutions are available to the customers when they face the problem</div><div>AS</div><div>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 Drink an extra 16 unces of dear non-alcoholic fluids(preferable water) before your donation. This can help prevent dizziness, fainting, light head edness and fatigue, some of the most common side effects associated with plasma donation</div></div>
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Explore AS, differentiate

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

<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>Which jobs-to-be-done (or problems) do you address for your customers? There could be more than one; explore different sides. Greets donors,answers phone call, and assists with donors beginning the donation process.</div><div>J&P</div></div>	<div>9. PROBLEM ROOT CAUSE<div>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. 1.Certain chronic illnesses, such hepatitis and HIV automatically disqualify someone from donating other active conditions, such as tuberculosis ,must be treated first for certain amount of time before an individual can donate blood or plasma 2.Plasma donations are used to make products help immune deficiencies</div><div>RC</div></div>	<div>7. BEHAVIOUR<div>What's directly related to the right solar panel installer, calculate usage and benefits; indirectly associated: customers spend free time on volunteering work (i.e. Greenpeace) people are generous with their blood .people feel good about giving their blood. Treated well and solicited regularly they will return to give again.</div><div>BE</div></div>
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I d e n t i t y s t r o n g T R & E M	3. TRIGGERS TR What triggers customers to act? i.e. seeing their neighbour installing solar panels, reading about a more efficient solution in the news. people with severe Donated red blood cells are typically given to blood loss.such as after an injury or accident and people with sickle	10. YOUR SOLUTION SL 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. Type AB plasma donations which the red cross calls “AB Elite” can be made every 28 days up to 13 times per year. The average donation takes one hour	8. CHANNELS of BEHAVIOUR CH 8.1 ONLINE What kind of actions do customers take online? Extract online channels from #7 8.2 OFFLINE What kind of actions do customers take offline? Extract offline channels from #7 and use them for customer development. 1.The plasma donation agent is to create an e-information about the donor and organization that are related to donating the plasma 2.collection of blood plasma and other blood components from low risk,regular,voluntary unpaid donors	I d e n t i t y s t r o n g T R & E M
	4. EMOTIONS: BEFORE / AFTER EM 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.			