Define CS, fit into CC — **Focus on J&P, tap into BE, understand RC** — **Identify strong TR & EM**

Explore AS, differentiate — **Focus on J&P, tap into BE, understand REcxtract online & offline CH of BE**

1. CUSTOMER SEGMENT(S) — CS

People who are in need of plasma

Donors

Hospitals

6. CUSTOMER CONSTRAINTS — CC

If the donor is unavailable at the time of request, the recepient have to wait

5. AVAILABLE SOLUTIONS — AS

Seeking help through social media

The existing system only colect and store the donor details but they won't notify them about the recepients

2. JOBS-TO-BE-DONE / PROBLEMS — J&P

Donors should be notified instantly upon a request from recepient

Difficult to find Donors at the time of emergency

9. PROBLEM ROOT CAUSE — RC

It's hard to find donors at the time of emergency

During the COVID 19 crisis, the requirement of plasma became a high priority and the donor count has become low

7. BEHAVIOUR — BE

Donors come forward to register and donate their plasma

Patients will be able to get plasma at the right time

3. TRIGGERS — TR

We can advertise the web app through NGO's

Creating awareness to donate plasma

4. EMOTIONS: BEFORE / AFTER — EM

Before: Scared, Depressed After: Relaxe, Happy

10. YOUR SOLUTION

An application should be developed which would colect and store the donor details and notify them upon a request by the recepient

8. CHANNELS of BEHAVIOUR — SL — CH

8.1 ONLINE

Can use the website to easily find the donors

8.2 OFFLINE

Can approach the hospitals and find donors by Using the donor records maintained by hospital