

Define CS, fit into CC

1. CUSTOMER SEGMENT(S)

CS

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

- . Providing health care via electronic means (e - health) is a new prospective as regard global health which aims to improve health care service delivery to people.
- . Likewise Plasma Donor application is a health care service.
- . One who need Plasma in an emergency or clinical condition are the customers. They request the donors via the Plasma Donor Application.

6. CUSTOMER CONSTRAINTS

CC

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.

- . Lack of knowledge for using an application and e-health.
- . Network issue is also be a major issue for the customer.

5. AVAILABLE SOLUTIONS

AS

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

- . Lack of Plasma Donor Application as we compare to Blood Donor Application is the problem faced by the customer.
- . As Plasma Donor is similar to Blood Donor there will not be separate dashboard for plasma donors and recipient in Blood Donor Application.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

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

- . Problems faced by the customers are they can't access donors at a stimulated time. The details of the donors provided are not up-to-date.
- . The notifications can't send to the donors based on the user request.
- . The Donors should update their state as active or inactive for the user convenience.
- . The location of the donors should be updated.
- . Privacy of both donor and recipient should be maintained securely.

9. PROBLEM ROOT CAUSE

RC

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.

- . The requirement of plasma became a high priority and donor count has become low during covid-19 crisis.
- . This will be a major root cause for the problem exist.

7. BEHAVIOUR

BE

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)

- . The customer should search for an application or website via the google, play store, etc.
- . They should search for their respective plasma in an application and request the donor.
- . Donors will be notified based upon their request via the application.

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

Identify strong TR & EM

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.

- . Training the society for the use of e-health service will help customers for an use of Plasma Donor Application
- . Encouraging people to donate plasma.

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.

BEFORE: They want to search for their respective donors by the hospitals(one by one) or clinics in a critical condition.

AFTER : They can easily access the donor via the application.

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.

- . Creating an donor state as active or inactive for user convenience.
- . Saving the donor information and helping the needy by notifying the current donors list.
- . The location of the donors are added.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

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

They can easily access the donors in online.

8.2 OFFLINE

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

They search for their respective donors via the hospital (one-by-one) or clinics.

Extract online & offline CH of BE