

Define CS, fit into CC	1.CUSTOMER SEGMENT: <ul style="list-style-type: none">1.Patient/Receiver.2.Donor.	2.CUSTOMER CONSTRAINTS : <p>During COVID 19 crisis where there were no vaccination plasma therapy was implemented.</p> COUSTOMER CONSTRAINTS: <ul style="list-style-type: none">1.Lack of plasma donors.2.Lack of awareness.	5. AVAILABLE SOLUTION: <p>Plasma donors' details must be stored to make the donation process easier. Donors need to be connected to a common platform.</p>	Explore AS, differentiate

Focus on J&P, tap into BE,	2.JOBS TO BE DONE: <ul style="list-style-type: none">1.Proper instructions must be given to the donors.2.Donors details must be stored so that receiver can access the application easily to get the plasma.3.Quick response to the receivers.	9.PROBLEM ROOT: <ul style="list-style-type: none">1.Lack of knowledge among the people to donate plasma.2.People did not come froward to donate the plasma.3.Technical issues.4.Commucation problems between donor and the receiver.	7.BEHAVIOUR: <ul style="list-style-type: none">1. Finds the suitable donor.2. The receiver can search their blood group based on donors' information.	Focus on J&P, tap into BE.

Identify strong TR & EM	3. TRIGGERS TR This application will trigger the people to use whenever they want because of the eco- friendly features of this application.	10. YOUR SOLUTION SL This application will be connected to different blood donating sites which will help the patients to get plasma on time. It will provide all the entity and the facility to approach nearby blood donors so that it will become much easier to search rare blood groups in an hour of need.	8. CHANNELS of BEHAVIOUR CH The user needs to login and register with the details. They can then search for the plasma they want. They can also search for the nearest plasma donors using these details.	
	4. EMOTIONS: BEFORE / AFTER EM BEFORE: Donors were afraid to donate plasma and they were depressed. AFTER: Donors are satisfied and happy after donating plasma. It became much easier for the donors to donate the plasma through our application			