Define CS, fit into CC

1. CUSTOMER SEGMENT(S)　　CS

The customer who may be recipient or donor who should be above the age of 18 and below 65 would be able to donate and receive plasma and donor should have the weight of above 50 kg.

6. CUSTOMER CONSTRAINTS　　CC

The Donor should not be affected by any diseases such as HIV, Hepatitis etc.

The donor shouldn't have any recent surgeries, tattoo, piercing in the past 12 months which makes them unable to donate plasma.

The network facility may cause some serious problems which may affect the recipient indirectly.

5. AVAILABLE SOLUTIONS　　AS

Can get the person directly to donate plasma.

Getting plasma directly should be less time as a person donating plasma is nearby.

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS　　J&P

donor should be able to meet the requirements in order to donate the plasma.

Inadequate information about the customer may cause vital problem.

Even if the recipient get the hold of donor , the transfusion must not be delayed as if can destroy a life.

Rumors may affect the count of the donor.

9. PROBLEM ROOT CAUSE　　RC

Insufficient information about the plasma availability.

Any unfortunate situation may occur to the donor

7. BEHAVIOUR　　BE

The Customer should give the correct details about the medication and health condition in order to prevent any future problem.

The customer tries their best to donate plasma in the registered time.

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

Identify strong TR & EM

3. TRIGGERS `TR`

Good intention of the person may help in donating.

The influence from other people who is donating plasma.

The urge to save a life

4. EMOTIONS: BEFORE / AFTER `EM`

The donor may have the fear of side effects.

The recipient may doubting themselves after receiving`
plasma will they able to live or not.

10. YOUR SOLUTION `SL`

Get in connection with the previous donors as the can donate in the regular basis.

Get in connection with the recipient or an COVID patient after the transfusion.

To be in contact with the hospital or patient to know the demand of plasma and to have check in with the blood bank.

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE

Creating Awareness.

Finding help easily through social media platforms.

8.2 OFFLINE

People who are nearby donating center may able to interact and deliver plasma in the regular interval of time.

Identify Strong TR & EM