

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <span>CS</span>  The main customers for our project are: <ul style="list-style-type: none"><li>• Persons who need plasma</li><li>• Patients</li><li>• Hospital Management</li></ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"><li>• Device availability</li><li>• Network connection</li><li>• Knowledge about application usage</li></ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"><li>• Plasma donors and recipients have to be in contact within</li><li>• a common platform</li><li>• Make the awareness about plasma donation</li></ul>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"><li>• Information needs to be collected about physical</li><li>• Qualification of person who can give plasma donation for</li><li>• Shortlisting the registration</li><li>• Data collected from users properly and securely.</li><li>• Need to stored all data.</li><li>• Proper instruction must be given for the donors while donating the plasma.</li></ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"><li>• Only few people know about the importance of plasma donation and so the lack of plasma donors is the root cause.</li></ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"><li>• Find the right donor for plasma donation</li><li>• This application works with the help of data that are stored in database of donors</li></ul>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>Need of plasma triggers people to use this application</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>Connects plasma recipients and donors through</li> <li>the common platform</li> <li>Spread the awareness about the plasma donation</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <span>CH</span> <div> <b>8.1 ONLINE</b> <ul style="list-style-type: none"> <li>While users online they can register their details for donating as well as requesting and can check for the nearest plasma donor</li> </ul> <b>8.2 OFFLINE</b> <ul style="list-style-type: none"> <li>Cloud works only with the internet connection so the offline users can only view their application.</li> </ul> </div>	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <p><b>BEFORE</b></p> <p>People are mostly aware about blood donation and its importance and less aware about plasma donation</p> <p><b>AFTER</b></p> <p>People come to know about the plasma donation and its importance.</p>			