

Define CS, fit into CC	1. CUSTOMER SEGMENT(S) <b>CS</b>	6. CUSTOMER CONSTRAINTS <b>CC</b>	5. AVAILABLE SOLUTIONS <b>AS</b>	Explore AS, differentiate
	<ul style="list-style-type: none"> <li>Someone in need of plasma.</li> <li>Someone who donates plasma.</li> </ul>	<ul style="list-style-type: none"> <li>Due to lack of awareness regarding plasma donation.</li> <li>Accessing the unauthorized center may lead to insecurity.</li> </ul>	<ul style="list-style-type: none"> <li>Users of this application have the option to post a request for plasma donation or a need.</li> <li>A user can be a giver as well as a borrower.</li> </ul>	

Focus on J&P, tap into BE, understand	2. JOBS-TO-BE-DONE / PROBLEMS	9. PROBLEM ROOT CAUSE <b>RC</b>	7. BEHAVIOUR <b>BE</b>	Focus on J&P, tap into BE, understand
	<ul style="list-style-type: none"> <li>Build a web application with higher user experience.</li> <li>Step by step instructions will be given to donors before and after donation.</li> <li>Help desk will be provided for answering the queries.</li> </ul>	<ul style="list-style-type: none"> <li>Unreliable communication between the donor and the recipient.</li> <li>Lack of awareness about plasma donation.</li> <li>Despite their desire, they are unable to contact the proper supplier for plasma donations.</li> </ul>	<ul style="list-style-type: none"> <li>The donor of a right person in need for the donation.</li> <li>The main concept of the application is to find the right donor by the recipient needs.</li> </ul>	

3. TRIGGERS <b>TR</b>	10. YOUR SOLUTION <b>SL</b>	8. CHANNELS of BEHAVIOUR <b>CH</b>
<p>We also initiated a program to support and guide students and various organizations in social media platforms, who are interested in organizing plasma donation camps and bring awareness among the public can register in our application and we guide them to donate it to authorized hospitals and plasma donation centers.</p>	<ul style="list-style-type: none"> <li>Our project is to use an online application to link donors and recipients.</li> <li>The issue will be resolved by our application, which will also simplify and improve situations at crucial times.</li> </ul>	<p><b>Online</b> User only need to register in the application and the application search for the user as per the needs.</p> <p><b>Offline</b> The person in need of plasma who is admitted in the hospitals should get registered in the application and wait until the right donor ma</p>

4. EMOTIONS: BEFORE EM		
<p data-bbox="141 108 775 244">Due to a lack of awareness regarding plasma donation, there is a demand for plasma donors, making it challenging for the affected patients to locate donors.</p> <p data-bbox="141 248 347 279"><b>Emotions: After</b></p> <p data-bbox="141 284 763 491">Our application enables the patients to quickly and easily locate the correct donor within the allocated period and so that waiting time for the patients to get plasma gets reduced and can save the lives of the patients suffering from various diseases.</p>		