

Define CS, fit into CC	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>Hospitals, legitimate donors,</div></div>	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>Time : The interested donors should be able to connect quickly with the concerned entity</div></div>	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>People share information through whatsapp groups and other social media platforms</div></div>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><div>Need to connect and integrate a network of hospitals and donors</div></div>	<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>Many hospitals may not give private information or their patients data</div></div>	<div>7. BEHAVIOUR<div>BE</div><div>Make easy sign up pages and provide guest login to donors.</div></div>	Focus on J&P, tap into BE, understand RC
Identify strong TR & EM	<div><div>we can't fix on the assurity of the word that a donor gives Their false promises could make other donors to back off</div></div>	<div>Build a front end that would enable easy logging in of users. The backend would be able to connect with DB2 database and make the necessary database modifications</div>	<div>When they resort to other options they don't close the request that they created.A continuous poll can be conducted to check the validity of request</div>	Identify strong TR & EM
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>Before: Panic, don't know what to do After: Check the credentials of donor and proceed further</div></div>			

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