

CC fit CS,	<div>1. CUSTOMER SEGMENT(S)<div>CS</div><div>❖ Plasma donors should be in the age group of 18-65 years. ❖ Donors should not be less than 45 kilograms.</div></div>	CC	<div>6. CUSTOMER CONSTRAINTS<div>CC</div><div>❖ Requires an active Internet Connection. ❖ Cannot Auto verify user genuineness.</div></div>	AS	<div>5. AVAILABLE SOLUTIONS<div>AS</div><div>❖ Online application for plasma donation is available but not user friendly. ❖ Plasma donor website in AWS platform are also available for finding plasma donors.</div></div>	Explore AS, AS, AS
	<div>2. JOBS-TO-BE-DONE / PROBLEMS<div>J&amp;P</div><div>❖ The chances of more serious problems happening during/after donating plasma are usually small still, drawing plasma always poses some risks.</div></div>		<div>9. PROBLEM ROOT CAUSE<div>RC</div><div>❖ Donating plasma does not cause any side effects, but some donors experience fatigue, bruising, bleeding or dehydration. ❖ Mismatched transfusion cause acute kidney failure, anemia, lungs problems.</div></div>		<div>7. BEHAVIOUR<div>BE</div><div>❖ Directly Related : User-Friendly , Finds donors immediately. ❖ Indirectly Associated : Require High Internet speed.</div></div>	
on J&P, p into BE, BE,	<div>3. TRIGGERS<div>TR</div><div>❖ Improve overall health and mood. ❖ Reduce Cholesterol Level and lower Blood Pressure</div></div>	SL	<div>10. YOUR SOLUTION<div>SL</div><div>❖ The user interacts with the application. ❖ Registers by giving the details as a donor. The Database will have all the details and if a user posts a request then the concerned blood group donors will get notified about it.</div></div>	CH	<div>8.CHANNELS of BEHAVIOUR<div>CH</div><div>8.1 ONLINE ❖ Donors registers by giving the details. Patients posts a request and donors get notified  8.2 OFFLINE ❖ Application cannot be used offline.</div></div>	J& onFocus P, tap BE, into
	<div>4. EMOTIONS: BEFORE / AFTER<div>EM</div><div>❖ Before : Anxious, Fear, Frustrated. ❖ After : Reduces Stress and lowers developing serious diseases.</div></div>					