Define CS, fit into CC

1. CUSTOMER SEGMENT(S) `CS`

The main customers for our project are:
- Persons who need plasma
- Patients
- Hospital Management

6. CUSTOMER CONSTRAINTS `CC`

- Device availability
- Network connection
- Knowledge about
- application usage

5. AVAILABLE SOLUTIONS `AS`

- Plasma donors and recipients have to be in contact within
- a common platform
- Make the awareness about plasma donation

Explore AS, differentiate

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

2. JOBS-TO-BE-DONE / PROBLEMS `J&P`

- Information needs to be collected about physical
- qualification of person who can give plasma donation for
- shortlisting the registration
- Data collected from users must properly and securely
- stored.
- Proper instruction must be giver for the donors while
- donating the plasma

9. PROBLEM ROOT CAUSE `RC`

What is the real reason that this problem exists? What is the back story behind the need to do this job?

- Only few people know about the importance of plasma donation and so the lack of plasma donors is the root cause.

7. BEHAVIOUR `BE`

What does your customer do to address the problem and get the job done?

- Find the right donor for plasma donation
- This application works with the help of data that are stored in database of donors

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

3. TRIGGERS `TR`

What triggers customers to act?

- Need of plasma triggers people to use this application

4. EMOTIONS: BEFORE / AFTER `EM`

How do customers feel when they face a problem or a job and afterwards?

- People are mostly aware about blood donation and its importance and less aware about plasma donation
- This application helps to spread the awareness on plasma donation

10. YOUR SOLUTION `SL`

If you are working on an existing business, write down your current solution first, fill in the canvas, and check how much it fits reality

- Connects plasma recipients and donors through
- the common platform
- Spread the awareness about the plasma donation

8. CHANNELS of BEHAVIOUR `CH`

8.1 ONLINE
What kind of actions do customers take online?

- While users online they can register their details for donating as well as requesting and can check for the nearest plasma donor

8.2 OFFLINE
What kind of actions do customers take offline?

- Cloud works only with the internet connection so the offline users can only view their application.