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|------------------------|---|--|---|---------------------------|
| Define CS, fit into RC | <div><div>1. CUSTOMER SEGMENT(S)<div>CS</div></div><div><div>1. Plasma donors should be in the range of 16-85 years.</div><div>2. Donors should not be less than 45 kilograms.</div></div></div>  | <div><div>6. CUSTOMER<div></div></div><div><div>1. Requires an Stable Internet Connection.</div><div>2. Cannot Auto verify genuineness.</div></div></div>  | <div><div>5. AVAILABLE SOLUTIONS<div></div></div><div><div>1. Online Application for plasma donors available but not user-friendly.</div><div>2. Plasma donor website in AWS Platform also available for plasma donors.</div></div></div> | Explore AS, differentiate |
|                        | <div><div>2. JOBS-TO-BE-DONE / PROBLEM<div>J&amp;P</div></div><div><div>1. The chances of more serious problems happening during/after donating plasma are usually small still, drawing plasma always poses some risks.</div></div></div> | <div><div>9. PROBLEM ROOT CAUSE<div>RC</div></div><div><div>1. Donating plasma does not cause any side effects, but some donors experience fatigue, bruising, bleeding or dehydration.</div><div>2. Mismatched transfusion cause acute kidney failure, anemia, lungs problems.</div></div></div> | <div><div>7. BEHAVIOUR<div>BE</div></div><div><div>1. <b>Directly Related:</b> User-Friendly, Finds donors immediately.</div><div>2. <b>Indirectly Associated:</b> Require High Internet speed.</div></div></div>                         |                           |

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| <div>3. TRIGGERS</div> <div>TR</div> <div>1. Improves overall health and mood.</div> <div>2. Reduce Cholesterol level and Blood Pressure level.</div>                                | <div>10. YOUR SOLUTION</div> <div>SL</div> <div>1.The User interacts with the application.</div> <div>2. Register by giving the details as donor .</div> <div>3.The Database will have all the details and if a user posts a request then concerned blood donors get notified about it.</div> | <div>8.CHANNELS of BEHAVIOUR</div> <div>CH</div> <div>8.1 ONLINE</div> <div>1. Donors registers by giving the details.</div> <div>2.Patients posts a request and donors get notified.</div> <div>8.2 OFFLINE</div> <div>1. Application cannot be used offline.</div> | 8 |
| <div>4. EMOTIONS: BEFORE / AFTER</div> <div>EM</div> <div>1.Before: Anxious, Fear, Frustrated.</div> <div>2. After: Reduce Stress and lower risk developing Serious Condition.</div> |   |  |   |