

Define CS fit, intro CL	<div>CUSTOMER SEGMENT(S)<div>CS</div></div> <p>Patients, Doctors and Donors come under the category of individual users.</p> <p>Donation centers and Hospitals come under the category of business users.</p>	<div>CUSTOMER LIMITATIONS<div>CL</div></div> <p>Patients might not have proper means and procedures to procure plasma.</p> <p>Donors do not have any means and incentives to donate.</p> <p>Hospitals and donation centers do not have an efficient way of managing the files and history of donations.</p> <p>Application must be device friendly.</p>	<div>AVAILABLE SOLUTIONS<div>AS</div></div> <p>Available solutions provide a platform to both donors and patients to keep a track of the availability and feasibility of the donation procedure.</p> <p>Existing solution also includes manual maintenance of the records which is a very cumbersome process.</p> <p>Some existing solutions also give suggestions regarding health and these donation procedures, but these suggestions may not be advisable by a certified medical practitioner.</p>
	<div>PROBLEMS/PAINS<div>PR</div></div> <p>The most prominent problem in plasma donation procedure is the hectic process of donation and unawareness among the masses.</p> <p>Also, there is no set and easy way of linking the donors and needy and patients without manual intervention.</p> <p>The lack of incentives for the donors also poses a hinderance in meeting the required number of healthy donors.</p>	<div>PROBLEM ROOT/CAUSE<div>PR</div></div> <p>Users are reluctant to undergo the tedious and trivial process that makes donation of plasma a daunting task. Additionally, they tend to be less motivated even when they qualify as a healthy donor. More often, they never get to truly visualize their good deeds towards the society.</p> <p>The natural method of donation and reception is just not as effective as an application because of the aforementioned reasons.</p>	<div>BEHAVIOR<div>BE</div></div> <p>Donors expect the process of donation is donor friendly, wherein if he/she registers in the app, a due date and time slot be assigned for donation in a nearby center. Also, his/her details remain confidential and there will be no bias among the available donors.</p> <p>Patients expect that as soon as request is made, the list of available donors is shown and a feasible donor is readily available.</p> <p>Also, the donor and patient history is recorded and stored safely in the app.</p>
Identify strong TR & EM	<div>TRIGGERS TO ACT<div>TR</div></div> <p>Earn rewards for donation. Be more aware of your data. Understands the need vs want analogy.</p>	<div>YOUR SOLUTION<div>SL</div></div> <p>A customizable Donation Web Based App that allows users to register either as a donor or a patient in need of plasma.</p> <p>The app will also provide a way to store donation and patient history along with suggestions and ways of healthy lifestyle by certified medical practioners.</p>	<div>CHANNELS of BEHAVIOR<div>CH</div></div> <p>Offline</p> <p>As hospitals, donation centers and various individuals use and share their experience with their peers, more people will be inclined to use the app themselves.</p> <p>Also, reviews from NGOs and Govt. centers and their valuable feedback will help in promoting the app.</p>
	<div>EMOTIONS<div>EM</div></div> <p>Before: User is not motivated to donate plasma. And the lengthy process might result in adversely affecting the patient in need.</p> <p>After: User is more motivated to donate. Data is also more secure and the matching of donors and patients become easy.</p>		<p>Online</p> <p>The application will be marketed through the usage of various social media platforms. As users begin to use the application, ratings in Google, Play Store, and App Store would increase, resulting in a huge influx of customers.</p>