

Define CS, fit into CC

## 1. CUSTOMER SEGMENT(S)

CS

- Donors who wants to donate their plasma.
- Seekers or needy who are in the need of plasma.

## 6. CUSTOMER CONSTRAINTS

CC

- Easy finding of donors
- Availability of plasma types
- Donors within their nearest location

## 5. AVAILABLE SOLUTIONS

AS

- Asking their friends and family for donating their plasma
- Posting the situation in the social media
- Contacting nearest blood banks and NGO's

Explore AS, differentiate

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

## 2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Helps the needy or plasma seeker to find the donors available to their nearest location.
- Provide a platform to volunteer donors to help the needy.
- Lack of information about the donors.
- The details of donors to be maintained properly.

## 9. PROBLEM ROOT CAUSE

RC

- During the COVID 19 crisis, the requirement of plasma became a high priority and the donor count has become low.
- Saving the donor information and helping the needy by notifying the current donors list, would be a helping hand.

## 7. BEHAVIOUR

BE

- Finding the available donors within their nearest location.
- Volunteer donors comes forward to help the needy.

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

Identify strong TR & EM

## 3. TRIGGERS

TR

- Seeing the donors count become low.
- Emergency situation of plasma need.

## 4. EMOTIONS: BEFORE / AFTER

EM

Confused, Anxious, Exhausted, Helpless, Scared,  
Relaxed, Motivated, Blessed

## 10. YOUR SOLUTION

SL

In regard to the problem faced, a web-based application is to be built which would take the donor details, store them and inform them upon a request.

## 8. CHANNELS of BEHAVIOUR

CH

- Register their information with the application
- Making plasma request via the application

### 8.2 OFFLINE

- Arranging the required medical infrastructure for the donation process.
- Donating the plasma.

Extract online & offline CH of BE