

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT</b> <span>CS</span> <ul style="list-style-type: none"> <li>❖ Plasma donors should be in the age group of 18-65 years.</li> <li>❖ Donors should not be less than 45 kilograms.</li> </ul>	<b>6. CUSTOMER CONSTRAINTS</b> <span>CC</span> <ul style="list-style-type: none"> <li>❖ Requires an active Internet Connection. Cannot Auto verify user genuineness.</li> </ul>	<b>5. AVAILABLE SOLUTIONS</b> <span>AS</span> <ul style="list-style-type: none"> <li>❖ Online application for plasma donation is available but not user friendly.</li> <li>❖ Plasma donor website in AWS platform are also available for finding plasma donors.</li> </ul>	Explore AS, differentiate
	<b>JOBS-TO-BE-DONE / PROBLEMS</b> <span>J&amp;P</span> <ul style="list-style-type: none"> <li>❖ The chances of more serious problems happening during/after donating plasma are usually small still, drawing plasma always poses some risks.</li> </ul>	<b>9. PROBLEM ROOT CAUSE</b> <span>RC</span> <ul style="list-style-type: none"> <li>❖ Donating plasma does not cause any side effects, but some donors experience fatigue, bruising, bleeding or dehydration.</li> <li>❖ Mismatched transfusion cause acute kidney failure, anemia, lungs problems.</li> </ul>	<b>7. BEHAVIOUR</b> <span>BE</span> <ul style="list-style-type: none"> <li>❖ Directly Related : User-Friendly , Finds donors immediately.</li> <li>❖ Indirectly Associated : Require High Internet speed.</li> </ul>	
	<b>3. TRIGGERS</b> <span>TR</span> <ul style="list-style-type: none"> <li>❖ Improve overall health and mood.</li> <li>❖ Reduce Cholesterol Level and lower Blood Pressure</li> </ul> <b>4. EMOTIONS: BEFORE / AFTER</b> <span>EM</span> <ul style="list-style-type: none"> <li>❖ Before : Anxious, Fear, Frustrated.</li> <li>❖ After : Reduces Stress and lowers risk of developing serious diseases.</li> </ul>	<b>10. YOUR SOLUTION</b> <span>SL</span> <ul style="list-style-type: none"> <li>❖ The user interacts with the application.</li> <li>❖ 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.</li> </ul>	<b>8.CHANNELS of BEHAVIOUR</b> <span>CH</span> <b>8.1 ONLINE</b> <ul style="list-style-type: none"> <li>❖ Donors registers by giving the details. Patients posts a request and donors get notified</li> </ul> <b>8.2 OFFLINE</b> <ul style="list-style-type: none"> <li>❖ Application cannot be used offline.</li> </ul>	Extract online & offline CH of BE

Focus on J&amp;P, tap into BE,

Identify strong TR &amp; EM