

1. CUSTOMER SEGMENT(S)

CS

Who is your customer?

- All kind of people who wish to contribute and avail blood plasma
- Blood banks and blood camps that store different kinds of blood plasma

6. CUSTOMER CONSTRAINTS

CC

What constraints prevent your customers from taking action or limit their choices of solutions?

- Network connection.
- Available devices.
- Blood group constraints.
- Location Constraints.
- Donors reputability.
- Donors availability at required time.

5. AVAILABLE SOLUTIONS

AS

Which solutions are available to the customers when they face the problem or need to get the job done?

In existing solution there is no means of connecting the Donor and acceptor without another entity like hospitals or blood banks. In case there is a lack of availability of the required blood plasma in the specified blood bank or hospital the acceptor is limited and is completely constrained by the resources available in the blood bank.

What have they tried in the past?

Tried to access existing system without the help of internet limiting the options given to the user and often resulting in a costlier or unavailability constraint that is not suitable for the User.

What pros & cons do these solutions have?

Connects the Donors and Users 24/7 using internet always ensuring that the requests are completed ,and even if the required request is not completed immediately it is given utmost importance based on the FCFS basis and providing service as soon as the required constraints are met.

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

Which jobs-to-be-done (or problems) do you address for your customers?

- Connecting the Donors and Acceptors over the internet.
- Allowing users to request any blood plasma types to
- all available donors.
- Sorting Timely help when in need of plasma by any user.

There could be more than one; explore different sides.

9. PROBLEM ROOT CAUSE

RC

What is the real reason that this problem exists?

- Lack of information/awareness required based on the need to donate blood and due to this the scarcity created in the blood banks and other factors like Covid-19,lockdowns affect this drastically.
- All the blood groups are not available in all the blood banks at all the time so limiting the survival chances of patients during emergency.
- Cost also plays a role where due to the emergency situation some people can also take advantage of this not being fair to every user.

What is the back story behind the need to do this job?

Lack of technology and availability of timely service was not available in the required time leading to around 12000 people deaths in India die due to the sheer lack of donated blood in India.

7. BEHAVIOUR

BE

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

Directly related:

When the User requires a specific blood plasma type they request for that specific blood plasma type and any donor that are available with the suitable type are notified.

Indirectly associated:

Contribute to the Blood banks available offline as well to update and cater to needs in places where internet connection is not possible or stable.

3. TRIGGERS

TR

What triggers customers to act?

- Customers are exposed to existing services provided by our application assuring the timely and effective service catering to their needs during emergency which enforces them to depend and rely in our services when they are facing the same issues.
- Creating awareness in social platforms which allows more people to know about the issue and allow them to contribute and also avail the services when needed.

4. EMOTIONS: BEFORE / AFTER

EM

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

- When customers face a problem or a job they are often lost, scared, helpless, unstable and are in a hurry to get the required blood group.
- When they use our application to avail the blood they require they feel safe and feel assured that their needs will be definitely satisfied and feel relieved.

10. YOUR SOLUTION

SL

The application we create will be able to connect the user and donor where the user can also become a donor if he wishes. When the user requests a specific blood plasma all the suitable donors of the particular blood type are notified.

8. CHANNELS of BEHAVIOUR

CH

8.1 ONLINE

What kind of actions do customers take online? Extract online channels from #7

Sign-up and create a profile to either be a donor or an acceptor.
Contact Donors with multiple access including Phone number and email services.
Request Blood plasma at any time on their needs.

8.2 OFFLINE

What kind of actions do customers take offline?
Extract offline channels from #7 and use them for customer development.

Access local blood banks which is powered by our application which connects and allows the blood bank to not be limited by the availability of the specified plasma group in that particular bank.