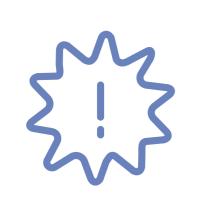
SCENARIO

Browsing, booking, attending, and rating a local city tour



Entice

Direct search

How does someone initially become aware of this process?



Enter

Login or signup

To get the needed help,download it and

signup

Thing:Chatbots in web app to contact

get blood/plasma donation at right time

from blood banks

without wasting time

What do people experience as they begin the process?

Different ways of

Get help by searching via different ways like needed region,needed

type,when do you need

Person:

banks

get knowledge

about plasma

User friendly

interface

User can be in

smooth

the app

Places: Donor info

and receipient info

from camps

mmunication with



Engage

Camps

Can get regular info

about donor camps

being conducted

People: Connecting

with blood banks in

If a user is in need of

help, they get the correct help

at the right time according to

their requisites (the needed

amount,needed time,needed

type)

Donation of plasma

at the right time

At the same time, the

ones who are willing to

donate plasma can also

help receivers through

this app

Places:

Helps as a volunteer

(as a bridge between

receivers and donors

or blood banks)

In the core moments in the process, what happens?



Exit

What do people

typically experience

as the process finishes?

Knowledge about

how to Receive /

when the process

finishes,the user gets

more knowledge about

plasma donation

People : Camp

volunteers,blood

bank workers, Health

workers

Successfully donate

plasma

Part of the plasma

Once the user gets into the

circle of the app,they will

become a part of the

plasma community ,whether

he gets help or does help

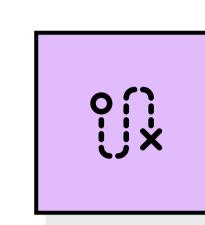
Places : Donor

Successfully get help

from banks

Extend

What happens after the experience is over?



Steps

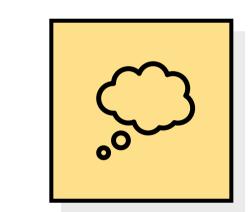
What does the person (or group) typically experience?



Interactions

What interactions do they have at each step along the way?

- People: Who do they see or talk to?
- Places: Where are they?
- Things: What digital touchpoints or physical objects would they use?



Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")



Places : Donor

Get Help at correct

Recommendations

getting suggestions from those who

benefitted from the

app,camps,pamplets

People: Health workers like

doctors,nurses

Thing: Web application

Getting to know

while searching for

help in google





Getting more knowledge about

website

about such medical conditions

satisfication of giving donation and helping others

The needy user at the

time can get required info

about plasma availability

according to their specific

needs.

People : Volunteers through the app

Getting best help while in need

If a user wants to

donate plasma, they go

right instructions of

do's and dont's about

the donation

Motivated about

Got help at the right time without

Satisfaction of helping others app

giving feedback always helps others in knowing about the

Give feedback in the

playstore

Feedback

Recommend about

the app who are in

need of

Become part of the

community

Motivating others to be a part of it

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

Less initial

entering

As a part of a community which

creates awareness

knowledge while

When needed type isn't avail at time

A person who is

aware of problems

araising cause of

plasma shortness

Fear about authenticity of

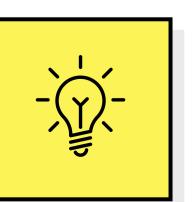
Initial fear while entering a digital

When time gets long while waiting for

Frustration when blood isn't available at that time

Negative feedback if user's need isn't

Add more community so that availability will be present



Areas of opportunity

Negative moments

costly, or time-consuming?

What steps does a typical person

find frustrating, confusing, angering,

How might we make each step better? What ideas do we have? What have others suggested?

Plasma can be collected through volunteers in person

Verifying every detail of blood banks and donor Less time for helping a receiver(i.e adding more donors to the community)

Assistance to users for their smooth communication

Accurate statistics about availability

from users to develop the app

Giving more info about the website which attracts the user

Developing the website based on user feedback