

Plasma Donor Application

SCENARIO

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



Entice

How does someone initially become aware of this process?



Enter

What do people experience as they begin the process?



Engage

In the core moments in the process, what happens?



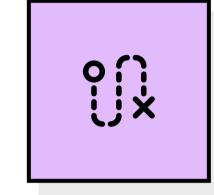
Exit

What do people typically experience as the process finishes?



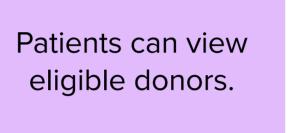
Extend

What happens after the experience is over?

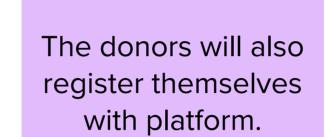


Steps

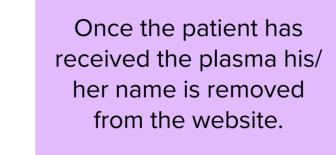
What does the person (or group) typically experience?



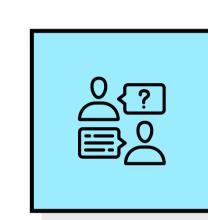
The patients in need of plasma have to register themselves with Our Plasma Donating **Application**



The alert message is sent to the patient about the availability of donor.



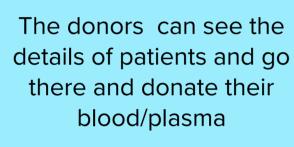
It returns to the home page.



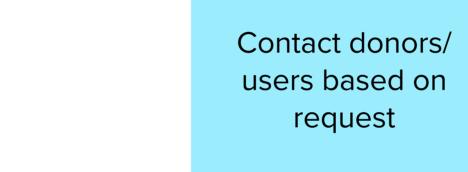
Interactions

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?

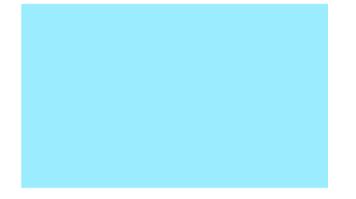


The patients are alerted when the perfect match of the required plasma group is available .



Donors would have donated plasma based on request

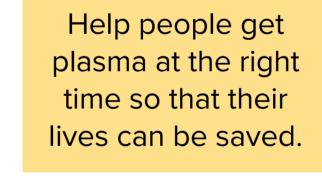
Request is met with availability of eligible donors

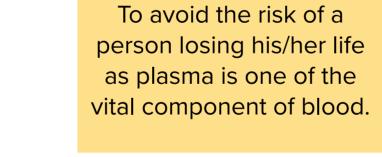




Goals & motivations

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



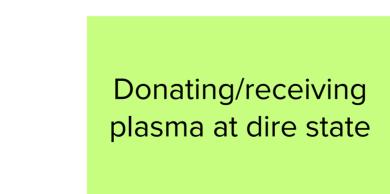


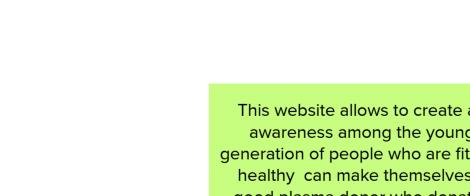
Having contact with

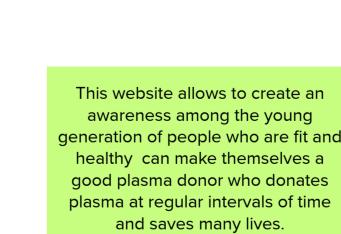
direct requestors/

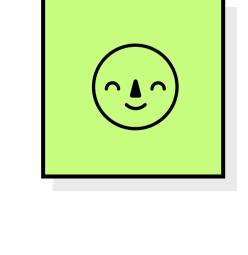
donors is time

efficient









Positive moments What steps does a typical person

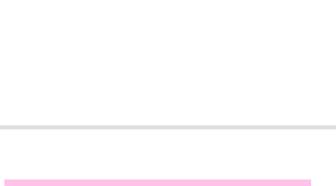
Negative moments

costly, or time-consuming?

find enjoyable, productive, fun, motivating, delightful, or exciting?

What steps does a typical person

find frustrating, confusing, angering,



When the patient he himself

needs to register with the

website ,process which takes

sometime can frustrate or

make people angry.

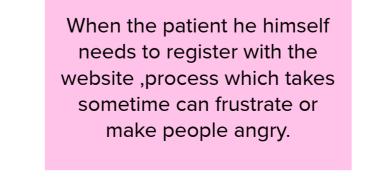
This website allows to create an awareness among the young generation of people who are fit ar healthy can make themselves a

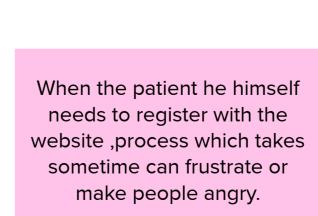
good plasma donor who donates

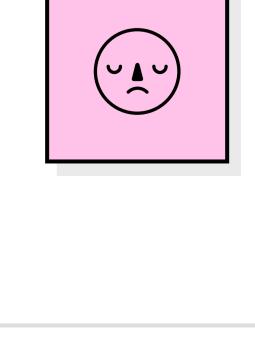
plasma at regular intervals of time

and saves many lives.

When the patient he himself needs to register with the website ,process which takes sometime can frustrate or make people angry.

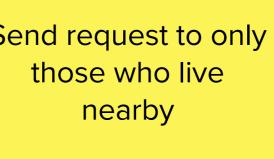






Areas of opportunity

How might we make each step



Send request to only



Receive Ecertificates/badges