

## Ideation Phase

### Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID16285
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

#### Empathy Map:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes. It is a useful tool to help teams better understand their users. Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

### PLASMA DONOR

#### SAYS

What have we heard them say?  
What can we imagine them saying?

Securing  
ourselves in  
advance

Finding a donor  
beforehand just  
to be secured

It might be too  
late by the time  
donors get to  
know the  
demand

Ways to  
reduce the  
demand supply  
gap

Contacting  
Blood Bank

Contacting  
friends and  
families

Sharing the  
demand on  
social media

#### THINKS

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

Easy  
access of  
resources

Fastest  
access of  
resources

Maintaining the  
database of the  
Donor and the  
campus

Finding  
plasma donor  
might be  
difficult

Searching in  
social media and  
blood bank for  
plasma donors

Feeling insecure  
whether  
anyone will  
help

#### CONSUMER

#### DOES

What behavior have we observed?  
What can we imagine them doing?

#### FEELS

What are their fears, frustrations,  
and anxieties? What other feelings  
might influence their behavior?