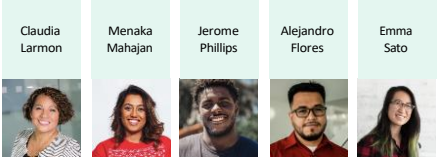


# PLASMA DONOR APP

Based on ten customer interviews and observations from the Fairplane Guided City Tours team



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?

Email notification is send to donor when a same blood group people needed plasma

Most recipient find the donors by searching in our website and get the plasma

Visiting website or application

A donor/receiver navigates to the donor section of our website or app

Choose a blood group , location ,dates and number of people

The user types a address, dates, and blood group who neede the plasma /who donate the plasma

A plasma receiver search plasma donor

The users sees available near by plasma donors

Anybody to need the donor will be notify when people need the plasma

People searching plasma donor and plasma requestor

Donor register in website/app

When a person like to donate plasma, we will register in application

Receiver login into our application and search the donor

Who need the plasma to fill the plasma needed form and request to the

Donor will get notification

Receiver to find the suitable blood group and sent the request via email

The contact information in shared between donor and receiver

The contact information and other details will be shared to the donor and requestor

Donor accept or reject the request

Donor accepting request to donate the plasma otherwise rejected

Donor can visit the hospital and donate the plasma

Who are likes to donate plasma will visit nearest hospital that are displayed in the website/app

A Requestor donate plasma donor on time without any delay

Peoples who need plasma will easily find the donors without any delay

Donating plasma on time

Donor will get notified to donate plasma on time

Donor get satisfied to helping peoples

User get satisfied that they donate plasma in right time and right person

Review/Rating the application

User can participant in programs.

User attend the awareness and motivation programs

People review and give the star rating out of 5.

Plasma Donation history and rewards/perks are visible in donor page

Plasma donor can see the donation history and they see the benefits/rewards based on number of donations

Personalized recommendations

User will get recommendations about the nearest donation hospitals.

Personalized Event/ camp offer

The recommendations for programs and camp information given to users.



### 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?

Donor registration section of the website, iOS app, or Android app

Donor request section of the website, iOS app, or Android app

Donor details section of the website, iOS app, or Android app

Donor/receiver section of the website, iOS app, or Android app

Social media advertisement for this section of the website, iOS app, or Android app

User can be login and register section of the website, iOS app, or Android app

Verification of donor overlay within the website, iOS app, or Android app

Donor's email (software like Outlook or website like Gmail)

Plasma donor will visit the donation hospital and donate the plasma

Plasma donor will receive the correct location so that receiver will get plasma

Direct interactions with the plasma donor and plasma receiver

Direct interactions between receiver and donor after communication receiver get the plasma

Plasma donor include interactions with hospital or doctors

Receiver request a plasma and find a donor. The donor donate a plasma to recipient on the correct time

Direct interactions between receiver and donor after communication receiver get the plasma

Receiver request a plasma and find a donor. The donor donate a plasma to recipient on the correct time

"Leave a review" modal window within the profile on the website, iOS app, or Android app

Completed experiences section of the profile on the website, iOS app, or Android app

Recommendations span across website, iOS app, or Android app

Users share she/he in our feedbacks

If other users interact with this person, they will see these plasma application/website



### Goals & motivations

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

Help me to get the plasma

Check the donor health and eligible to donate the plasma after checking I will get the plasma

Help the user find the required blood group available at the quickest

Help me to provide access the donor details

Help donor avoid seeing for the wrong dates, locations, or people and check the correct details and

Help understand on how to apply on the website how to get the plasma

Help recipient to get same plasma donor

Help me anyone have immediately plasma to get immediate notification

The recipient searching for the required blood group should be fast and reply for me

Help donor to donate the plasma and receiver feel happy

Help me to share app details to others

They feel that the save the lives of people

Help me see what I've done before

Satisfied the customer share they feedback and wants to be heard and valued for the scored



### Positive moments

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

User should be satisfied with the details about the website and easy to get the plasma

User must be clear about the whole process before donate the plasma

Donor happy to donate the plasma to receiver

User get easy to login by a google or email account sign in our application

User after login our application get the notified conformation

Donor feel happy to donate plasma

Recipient get to choose the donor

User easy to access of details via chat box

User gets the conformation email

People like looking back on their past donors

We think people like these recommendations because they have an extremely high engagement rate



### Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

People sometimes forget to all the details

To not know anything about donating in the first time it quite difficult for user

User gets to know only facts but its not actual experience

Need to fill more authentication its related to a life of a person

The recipient and donors need to enter the blood details every time during the service registration

The peoples may submit credentials by mistake and cannot revert back

After donating plasma the user may have the fear of side effects from donating plasma

They need to properly close the request

People report feeling review fatigue

After using the account the user may not trust the app to credentials

The user should be more follow up notification after donating



### Areas of opportunity

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

It is best opportunity to donate plasma very easily

Make it easier to donate plasma

Easy accounts creation process recipient to search plasma donor

Provide a simpler summary to avoid information overload

User get our websites as recommended as the first option when the search avoid wasting the time

The user check before applying all the details should be confirmed

Recipient and user can get and email or mobile notification upon submitting the request

How might we give appreciation to donor?

The recipient get plasma happy

Encourage volunteer to participate in donate plasma

How might we give appreciation to donors?

How to encourage user to donate plasma?

How to organize the programs?