EMPATHY MAP

Team ID	PNT2022TMID05875
Project Title	Plasma Donor Application

WHO are we empathizing with?
current situation
understanding

GOAL

What do they SAY AND DO? public response appearance behavioral changes

Hospitals and volunteer organisations should have data banks regarding plasma donors

complete assurance has to be given to the patients who undergo surgery both mentally and physically

What do they HEAR?
what friends say
what boss say
what influencers say

patients conditions should be examined fully,as it brings in relief to them

people aspire about user friendly applications to assist them like assistants when there is an emergency of plasma

They see other patients suffering in pain.they completely put their hopes on surgeons

What do they THINK and FEEL?

PAINS
fears
frustrations
anxiety

GAINS
wants,
needs, hopes, and dreams

since plasma donation is not much popular among people ,their close circle doesn't come forward to help them

Worrying about what may happen in the future.Worrying about having a long hospital stay

Need for an infomatic application is soon to assist patients according to their body conditions

they often hear the talks of some social media influencers,as they are limited in this field

What do they SEE?
environment
friends
what the market offers

people have different opinion regarding plasma donation.it has the saying that donor might get side effects too.

Patients lack awareness,this prevents them from getting help

User friendly applications along with immediate doctor consult application can bring success to the creation of an app

What do they SAY?
gratitude
life after blood plasma

encouraging words are said to the patients like plasma donation may reduce "forever chemicals" in your body

General Public Survey regarding Blood Plasma Donation

how thankful they are to the donor.discussing their entire journey after diagnosis

describing how long they are waiting for the transplant and how transplant improved their health condition

What do they DO?
Day to Day activities
Imaginations

they appear to be helpless and clueless when there is a need of blood plasma during emergency times

patients and the people around them search for blood plasma which increases their level of anxiety

they will feel relieved welcoming their life savers,since donors are one's who is willing to help them