# PLASMA DONOR APPLICATION

SCENARIO

Donor tries to Donate. Hospital tries to keep Donor's Blood Recipient tries to get appropriate Blood



**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

If eligibility fails

What happens after the experience is over?



## Steps

What does the person (or group)

typically experience?

Checking Eligibility

Get their

**Emailing their** 

by any situation



#### 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?

and book their slots and do the

Meet the hospital's in charge and do

teractions with the ospitals, donors and

Hospitals needs to submit the proofs to the Government.



#### **Goals & motivations**

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

People describe leaving a review as an arduous process



#### **Positive moments**

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

eviews written by other donors

People like looking back on their past donation



#### **Negative moments**

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

People express a bit of fear of commitment at this step

Trepidation about the purchase ("I hope this will be worth it!")



# **Areas of opportunity**

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