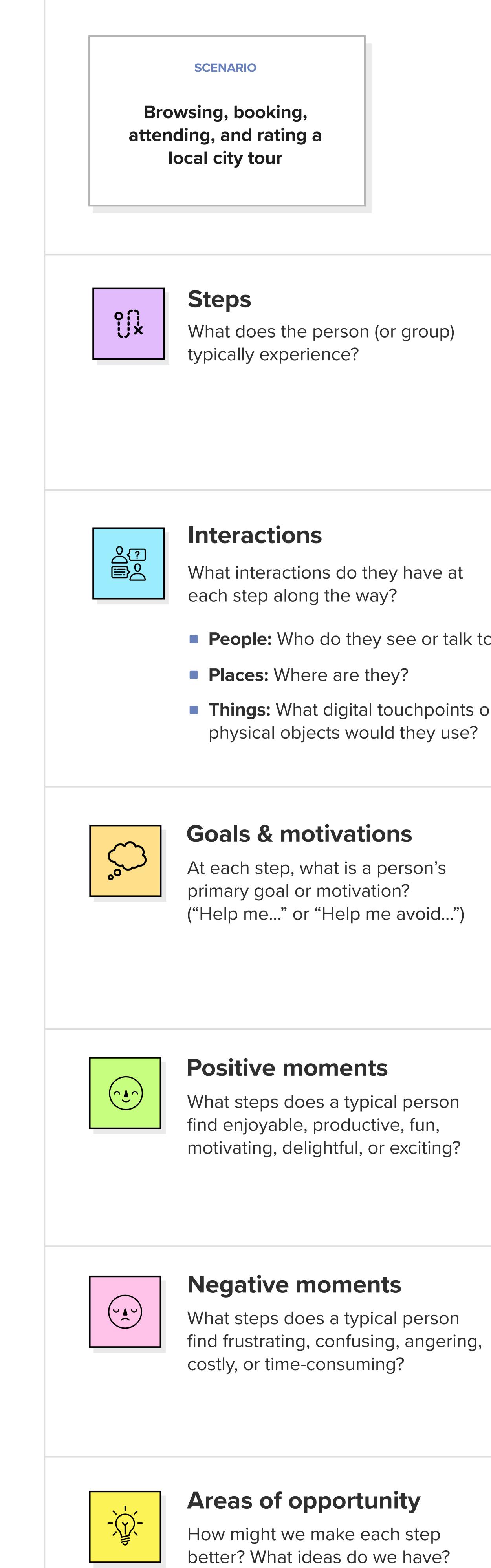
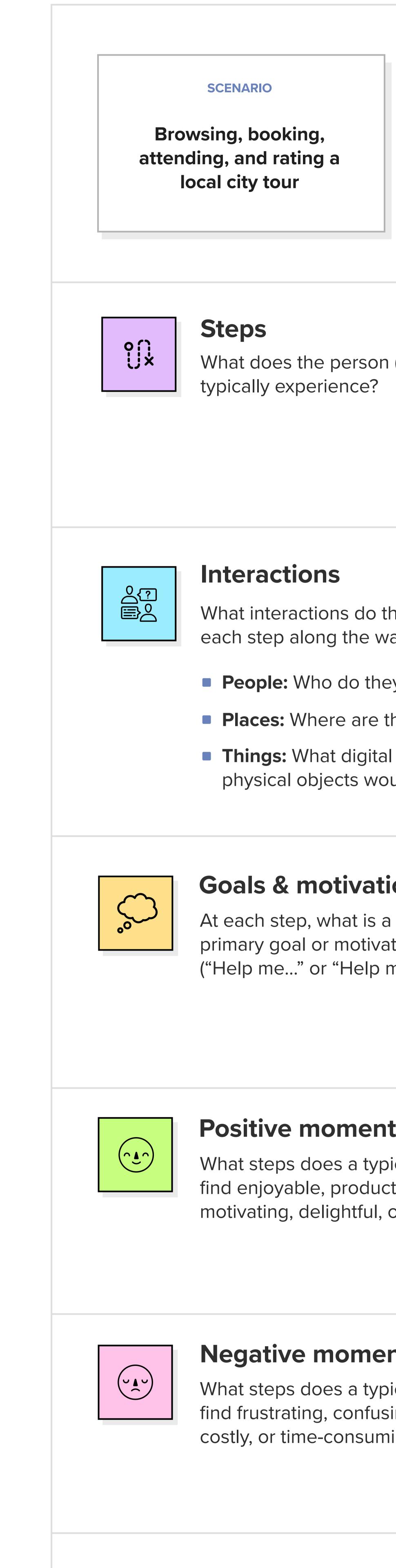
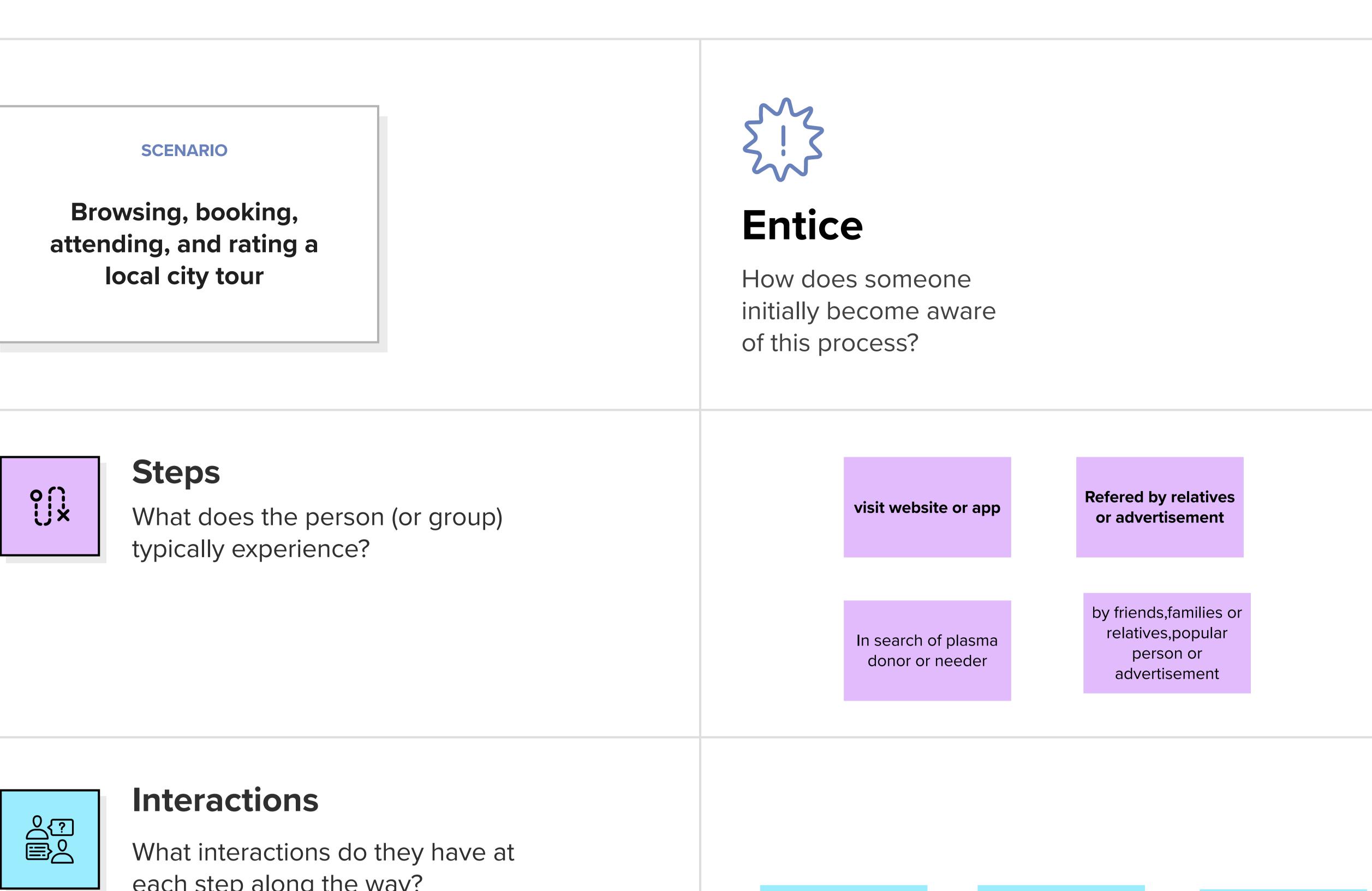
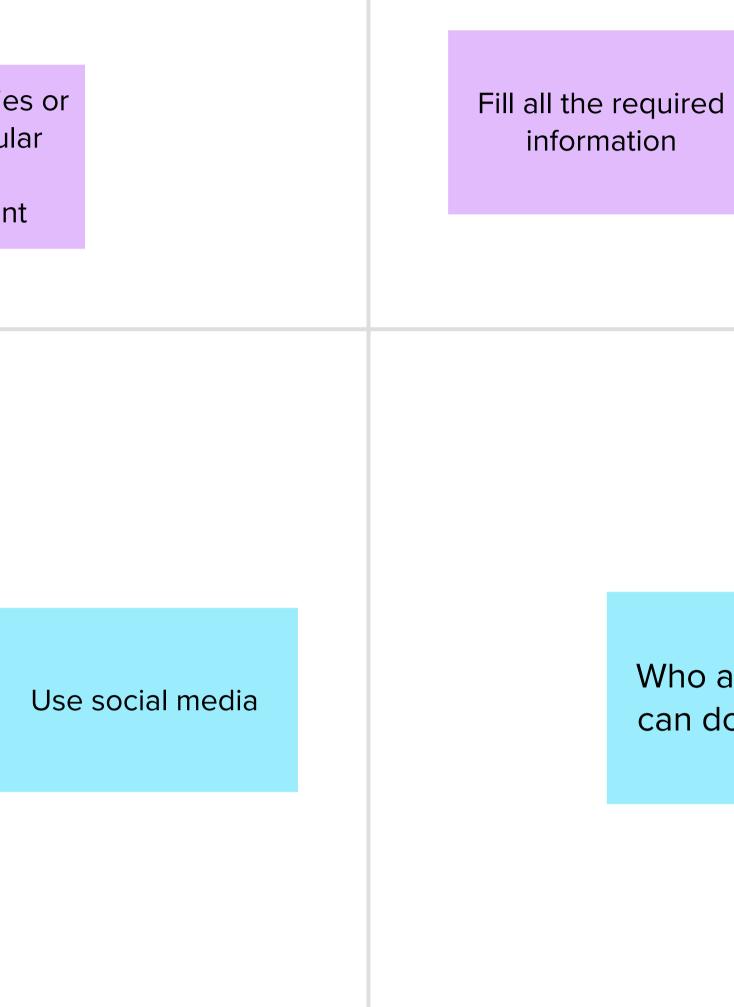
SCENARIO Browsing, booking, attending, and rating a local city tour Steps typically experience? Interactions each step along the way? People: Who do they see or talk to? Places: Where are they? Things: What digital touchpoints or physical objects would they use? **Goals & motivations** At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") **Positive moments** What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?









Through camps or labs

people who donate plasma will be happy by saving once life

Get confused about

rumor

Who are interested

can donate plasma

To get plasma to live

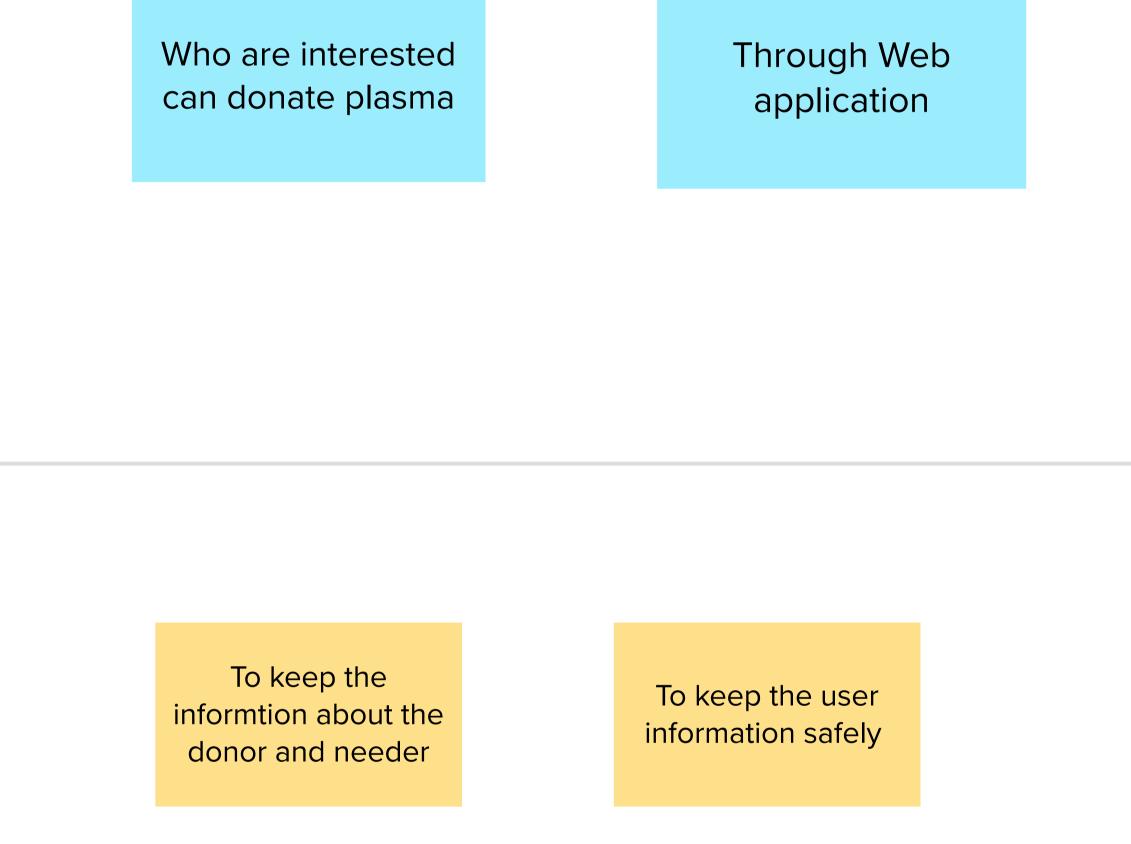
Enter

What do people

Registration

experience as they

begin the process?



The user is ready to

save once life taking

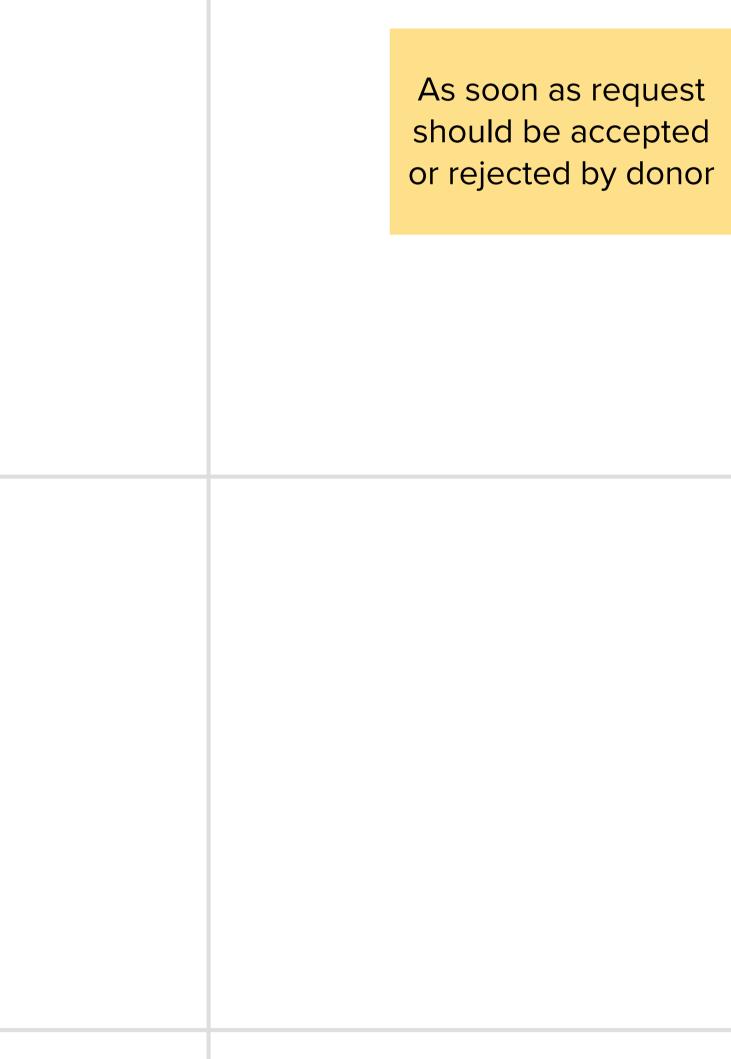
one step forward to

donate plasma

The user is not sure

about the data they

have given



Engage

happens?

Take me to a tour

Get to know about

application

In the core moments

in the process, what

Request

The needer can

and donor can

accept or reject

Who are interested

can donate plasma

Accept

The donor can

accept or reject to needer's request

To save once life

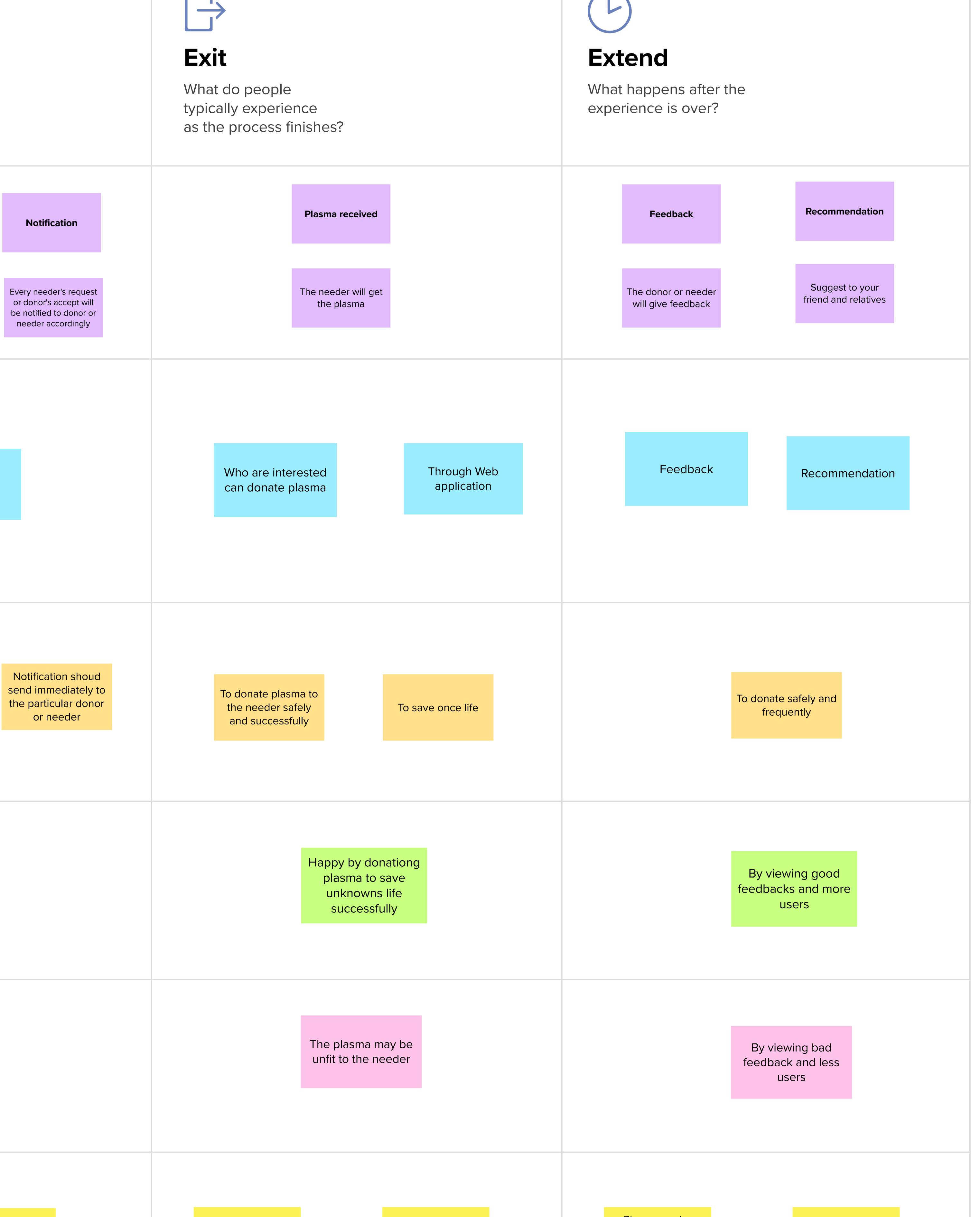
Through Web

application

Notification

or needer





How might we make each step

better? What ideas do we have? What have others suggested?

Plasma can be collected from known person

Plasma can be collected from old donors

To donate plasma to

Plasma can be collected from volunteers

Plasma can be collected from old donors

Plasma can be collected from known person Plasma can be collected from known person Plasma can be collected from volunteers

Plasma can be collected from known person or old donors

Plasma can be collected from volunteers