PLASMA DONOR APPLICATION

USER PERSONA: The user is tested positive for Covid-19 and is searching a donor (who is covid-cured or a matched donor) for plasma treatment, which is still experimental.

The following empathy map shows few details that has been developed by empathising the user persona. How they feel, what they hear, what they gain from Plasma Donor Application, what are thwir fears- such details have been mentioned.

