

# PLASMA DONOR APPLICATION

## PROJECT DESIGN PHASE-2

MARKS:4

**Document an existing experience**

Narrow your focus to a specific scenario or process within an existing product or service. In the **Steps** row, document the step-by-step process someone typically experiences, then add detail to each of the other rows.

**TIP**  
As you add input to the experience, cross-check those "How do you do it?" questions against the requirements you are documenting.

<b>Scenario</b> Browsing, booking, attending, and exiting a local city tour	<b>Entice</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.	<b>Enter</b> Users are nervous and maybe overwhelmed by the count of donors on the list.	<b>Engage</b> User enters personal info, health details, searches matching donors and verifies and sends request.	<b>Exit</b> What do people typically experience as the process finishes?	<b>Extend</b> What happens after the experience is over?
<b>Steps</b> What does the person (or group) typically experience?  1. What does the person (or group) typically experience?  2. What does the person (or group) typically experience?  3. What does the person (or group) typically experience?	<b>Context</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.  <b>Research</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.  User looks for alternative treatment for Covid-19 and decides to try plasma method.	<b>Entry details</b> Users are nervous and maybe overwhelmed by the count of donors on the list.  <b>Verification</b> Users are nervous and maybe overwhelmed by the count of donors on the list.  Users are nervous and maybe overwhelmed by the count of donors on the list.	<b>Searches for donor</b> User enters personal info, health details, searches matching donors and verifies and sends request.  <b>Send Request</b> User enters personal info, health details, searches matching donors and verifies and sends request.  User enters personal info, health details, searches matching donors and verifies and sends request.	<b>Knowledge</b> What do people typically experience as the process finishes?  <b>Planning</b> What do people typically experience as the process finishes?	<b>Recommendation</b> What happens after the experience is over?  <b>Probability</b> What happens after the experience is over?
<b>Interactions</b> What interactions do they have at each step along the way? • <b>People:</b> Who do they see or talk to? • <b>Places:</b> Where are they? • <b>Things:</b> What digital touchpoints or physical objects would they use?	<b>Interactions and things</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.  <b>Interactions</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.  User looks for alternative treatment for Covid-19 and decides to try plasma method.	<b>Interactions and things</b> Users are nervous and maybe overwhelmed by the count of donors on the list.  <b>Interactions</b> Users are nervous and maybe overwhelmed by the count of donors on the list.  Users are nervous and maybe overwhelmed by the count of donors on the list.	<b>Interactions and things</b> User enters personal info, health details, searches matching donors and verifies and sends request.  <b>Interactions</b> User enters personal info, health details, searches matching donors and verifies and sends request.  User enters personal info, health details, searches matching donors and verifies and sends request.	<b>Interactions</b> What do people typically experience as the process finishes?  <b>Interactions</b> What do people typically experience as the process finishes?	<b>Interactions</b> What happens after the experience is over?  <b>Interactions</b> What happens after the experience is over?
<b>Goals &amp; motivations</b> At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...")	<b>Goals &amp; motivations</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.  <b>Goals &amp; motivations</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.	<b>Goals &amp; motivations</b> Users are nervous and maybe overwhelmed by the count of donors on the list.  <b>Goals &amp; motivations</b> Users are nervous and maybe overwhelmed by the count of donors on the list.	<b>Goals &amp; motivations</b> User enters personal info, health details, searches matching donors and verifies and sends request.  <b>Goals &amp; motivations</b> User enters personal info, health details, searches matching donors and verifies and sends request.	<b>Goals &amp; motivations</b> What do people typically experience as the process finishes?  <b>Goals &amp; motivations</b> What do people typically experience as the process finishes?	<b>Goals &amp; motivations</b> What happens after the experience is over?  <b>Goals &amp; motivations</b> What happens after the experience is over?
<b>Positive moments</b> What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?	<b>Positive moments</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.  <b>Positive moments</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.	<b>Positive moments</b> Users are nervous and maybe overwhelmed by the count of donors on the list.  <b>Positive moments</b> Users are nervous and maybe overwhelmed by the count of donors on the list.	<b>Positive moments</b> User enters personal info, health details, searches matching donors and verifies and sends request.  <b>Positive moments</b> User enters personal info, health details, searches matching donors and verifies and sends request.	<b>Positive moments</b> What do people typically experience as the process finishes?  <b>Positive moments</b> What do people typically experience as the process finishes?	<b>Positive moments</b> What happens after the experience is over?  <b>Positive moments</b> What happens after the experience is over?
<b>Negative moments</b> What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?	<b>Negative moments</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.  <b>Negative moments</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.	<b>Negative moments</b> Users are nervous and maybe overwhelmed by the count of donors on the list.  <b>Negative moments</b> Users are nervous and maybe overwhelmed by the count of donors on the list.	<b>Negative moments</b> User enters personal info, health details, searches matching donors and verifies and sends request.  <b>Negative moments</b> User enters personal info, health details, searches matching donors and verifies and sends request.	<b>Negative moments</b> What do people typically experience as the process finishes?  <b>Negative moments</b> What do people typically experience as the process finishes?	<b>Negative moments</b> What happens after the experience is over?  <b>Negative moments</b> What happens after the experience is over?
<b>Areas of opportunity</b> How might we make each step better? What ideas do we have? What have others suggested?	<b>Areas of opportunity</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.  <b>Areas of opportunity</b> User looks for alternative treatment for Covid-19 and decides to try plasma method.	<b>Areas of opportunity</b> Users are nervous and maybe overwhelmed by the count of donors on the list.  <b>Areas of opportunity</b> Users are nervous and maybe overwhelmed by the count of donors on the list.	<b>Areas of opportunity</b> User enters personal info, health details, searches matching donors and verifies and sends request.  <b>Areas of opportunity</b> User enters personal info, health details, searches matching donors and verifies and sends request.	<b>Areas of opportunity</b> What do people typically experience as the process finishes?  <b>Areas of opportunity</b> What do people typically experience as the process finishes?	<b>Areas of opportunity</b> What happens after the experience is over?  <b>Areas of opportunity</b> What happens after the experience is over?