## IDEATION PHASE EMPATHIZE & DISCOVER

| Domain Name  | Cloud Application        |
|--------------|--------------------------|
|              | Development              |
| Project Name | Plasma Donor Application |
| Team ID      | PNT2022TMID02973         |
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|              |                          |
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## **Empathy Map:**

An Empathy Map for Plasma Donor Application is attached below. It is visual knowledge about User's behaviour and attitude.

Is it safe? "Hard to find donors". Will it actually reach people who need help? "It might be time consuming , so help How frequently can I donate? reaches patients late". What are the risks involved in this process? "Demand and supply gap is high". Will people be interested in using this to donate? "Will people actually use an app to Can people misuse the medical information I share on this application? donate?" How secure is the application? "Can we find adequate donors?" Is it effective in real time? PLASMA DONOR APPLICATION Does Feels Search for plasma donors **Anxious** Register to donate Frustrated Register as volunteers Confused Contact hospitals Scared Check status