

Empathy Mapping:

Based on the data I got from the participants I created an empathy map about what they do, what they feel, what they think and what they say. I used Miro to map the data.

An empathy map was needed majorly for two reasons:

- To align the team members on a single understanding of the user, their needs and motivations.
- To identify key insights.

Insights:

On analyzing the empathy map we discovered some new insights:

- Donors are scared about their safety on returning back to the hospital.
- People want to secure a plasma donor for themselves in advance in case of any emergency.
- Most of them are ready to donate but don't have much knowledge about the therapy.

User Personas:

After analyzing the empathy map and the insights carefully, I created user personas and divided the users into two main categories:

1. Seekers (Relatives of the patients seeking a plasma donor)
2. Donors (People who are ready to donate their plasma)

