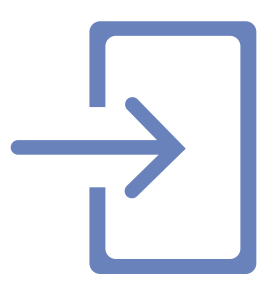


# Plasma Donor Application



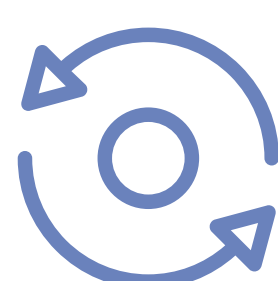
## Entice

How does someone initially become aware of this process?



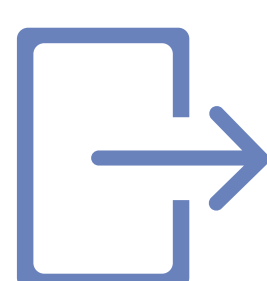
## Enter

What do people experience as they begin the process?



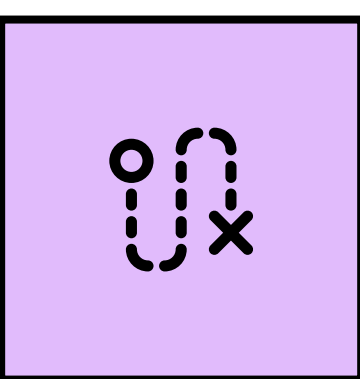
## Engage

In the core moments in the process, what happens?



## Exit

What do people typically experience as the process finishes?



## Steps

What does the person (or group) typically experience?

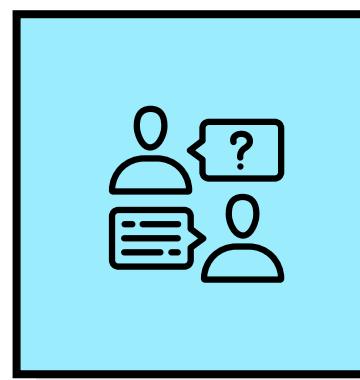
Patients can view eligible donors.

The patients in need of plasma have to register themselves with Our Plasma Donating Application

The donors will also register themselves with platform.

The alert message is sent to the patient about the availability of donor .

Once the patient has received the plasma his/her name is removed from the website.



## Interactions

What interactions do they have at 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?

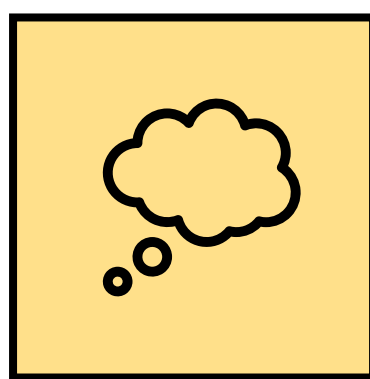
The donors can see the details of patients and go there and donate their blood/plasma

The patients are alerted when the perfect match of the required plasma group is available .

Contact donors/ users based on request

Donors would have donated plasma based on request

Request is met with availability of eligible donors

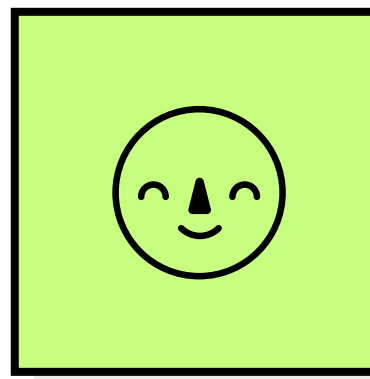


## Goals & motivations

At each step, what is a person’s primary goal or motivation? (“Help me...” or “Help me avoid...”)

Help people get plasma at the right time so that their lives can be saved.

To avoid the risk of a person losing his/her life as plasma is one of the vital component of blood.



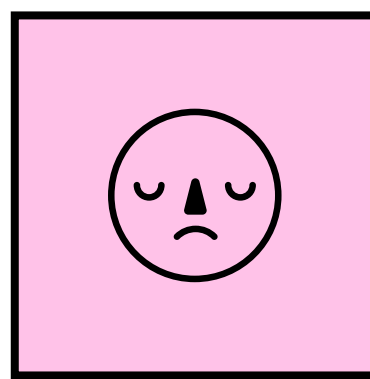
## Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?

This website allows to create an awareness among the young generation of people who are fit and healthy can make themselves a good plasma donor who donates plasma at regular intervals of time and saves many lives.

Having contact with direct requestors/ donors is time efficient

Donating/receiving plasma at dire state

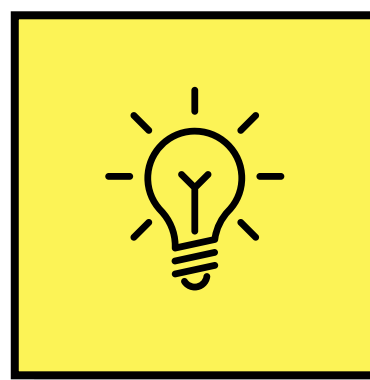


## Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

Unsure of the legitimate entries and requests

The request can be fake or spam



## Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Send request to only those who live within a certain radius

Receive E- certificates/badges