

## Ideation Phase Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID15493
Project Name	Project – Plasma Donor Application
Maximum Marks	4 Marks

### Empathy Map Canvas:

An empathy map is a simple, easy-to-digest visual that captures knowledge about a user's behaviours and attitudes.

It is a useful tool to help teams better understand their users.

Creating an effective solution requires understanding the true problem and the person who is experiencing it. The exercise of creating the map helps participants consider things from the user's perspective along with his or her goals and challenges.

### Plasma Donor Application

<b>GOAL</b>		
<div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 10px;"><b>Who do we empathize with?</b></div> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I've donated once.</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I find it hard to make an appointment that's suitable to my time.</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">It's been a while since I've donated</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I wanted to be prioritized.</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I don't donate regularly because I have important works to do.</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I donate blood because its an alternative to monetary donation.</div> </div>	<div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 10px;"><b>What do we want them to do?</b></div> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I donate because I want to help.</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I want my workplace to Participate in the cause.</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I want to inspire others to donate.</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I want it to be more accessible.</div> <div style="width: 100%; padding: 5px; margin: 5px; background-color: #90EE90; text-align: center;">Want to educate more people about the goods of blood donation</div> </div>	
<div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 10px;"><b>What do they do?</b></div> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I started donating when I was at the age of.....</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I made a routine of donating blood.</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I make time for my apartment.</div> <div style="width: 50%; padding: 5px; margin: 5px; background-color: #90EE90;">I donated because there was a donation event at my workplace</div> </div>	<div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 10px;"><b>Pains</b></div> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 100%; padding: 5px; margin: 5px; background-color: #90EE90;">I'm too unwell to donate.</div> <div style="width: 100%; padding: 5px; margin: 5px; background-color: #90EE90;">I'm not eligible for medical reasons.</div> <div style="width: 100%; padding: 5px; margin: 5px; background-color: #90EE90;">I felt anxious in my first time.</div> </div>	<div style="border: 1px solid black; padding: 5px; text-align: center; margin-bottom: 10px;"><b>Gains</b></div> <div style="display: flex; flex-wrap: wrap;"> <div style="width: 100%; padding: 5px; margin: 5px; background-color: #90EE90;">I feel the process is entertaining</div> <div style="width: 100%; padding: 5px; margin: 5px; background-color: #90EE90;">Blood donation aligns with my personal value.</div> <div style="width: 100%; padding: 5px; margin: 5px; background-color: #90EE90;">Donating blood makes an impact in the society.</div> </div>