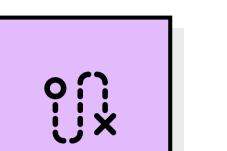
SCENARIO

Browsing, booking, attending, and rating a local city tour



What does the person (or group)



Steps

typically experience?



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?



Goals & motivations

At each step, what is a person's primary goal or motivation?



Positive moments

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



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

knowledge while entering

Enter

What do people experience as they begin the process?

signup

Thing:Chatbots in web app to contact

get blood/plasma donation at right time from blood banks

without wasting time



User friendly

Places: Donor info

and receipient info

from camps

Person:

banks

about such medical

conditions

get knowledge

about plasma

User can be in communication with

the app

Engage

In the core moments in the process, what happens?



Can get regular info

about donor camps

being conducted

People: Connecting with blood banks in

time

help,they get the correct help at the right time according to their requisites (the needed

amount,needed time,needed

type)

satisfication of

giving donation and helping others

The needy user at the time can get required info

People : Volunteers through the app

right instructions of

do's and dont's about

Getting best help

while in need

the donation

according to their specific needs.

ones who are willing to donate plasma can also help receivers through this app

Donation of plasma at the right time

Places:

Camps, sessions

Helps as a volunteer

(as a bridge between

receivers and donors

or blood banks)

At the same time, the

Knowledge about how to Receive /

Exit

What do people

typically experience

as the process finishes?

when the process finishes, the user gets more knowledge about plasma donation

Part of the plasma

Once the user gets into the circle of the app,they will become a part of the plasma community ,whether he gets help or does help

Places : Donor

Thing: Application

Extend

What happens after the experience is over?

Give feedback in the playstore

Recommend about the app who are in need of

giving feedback always helps others in knowing about the

app

Feedback

Successfully donate

People : Camp

volunteers,blood

bank workers, Health

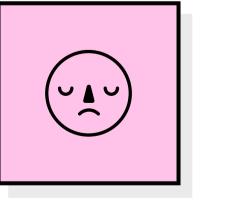
workers

Successfully get help from banks

Become part of the

Sot help at the right

Satisfaction of helping others Motivating others to be a part of it



When needed type isn't avail at time

A person who is

aware of problems

araising cause of

plasma shortness

Fear about authenticity of

Getting more knowledge about

Initial fear while entering a digital

while waiting fo

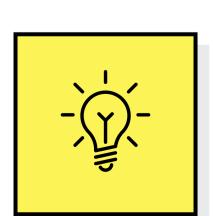
Frustration when needed plasma or blood isn't available at that time

Negative feedback if

user's need isn't

community so that availability will be

Add more



Areas of opportunity

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

Entice

How does someone

of this process?

Direct search

Places : Donor

As a part of a community which

initially become aware

getting suggestions from those who

People: Health workers like

doctors,nurses

Thing: Web application

Get Help at correct

Getting to know

while searching for

Verifying every detail of blood banks and donor Less time for helping a receiver(i.e adding more donors to the community)

Assistance to users for their smooth communication

Accurate statistics about availability

from users to develop the app

user

Giving more info about the website which attracts the

Developing the website based on user feedback