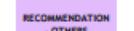
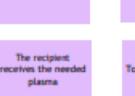


SCENARIO	Entice	Enter	Engage	Exit
PLASMA DONOR APPLICATION	Entice How does someone initially become aware of this process?  Enter What do people experience as they begin the process?  Engage In the core moments in the process, what happens?  Exit What do people typically experience as the process finishes? 			
Steps What does the person (or group) typically experience? 	SEARCH ENGINE - EXPLORE In search of donating and need in plasma  RECOMMENDATION - OTHERS EXPERIENCE Through camps, friends, family, magazines etc. 	FRIENDLY USER INTERFACE Get introduced to the web application  REGISTRATION To be a part of the web application 	INFORMATIVE Statistics of the plasma availability  DONOR CAMPS Locations of plasma donation camps 	RECEIVE PLASMA The recipient receives the needed plasma  PART OF A COMMUNITY To create awareness 
Interactions What interactions do they have at each step along the way?  <ul style="list-style-type: none"> ▪ People: Who do they see or talk to? ▪ Places: Where are they? ▪ Things: What digital touchpoints or physical objects would they use? 	Health workers  Donor Camps  Web application 	Volunteers  Web app and donation camps  Chats in web application 	Volunteers  Web app and donation camps  Chats in web application 	Volunteers  Web app and donation camps  Chats in web application 
Goals & motivations At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me avoid...") 	To donate plasma and help the society  To bring awareness on plasma donation among the public  Help people who are in need of plasma 	Help me avoid fake websites  Give information about the benefits and Don'ts of plasma donation 	Help me, volunteer  Help me avoid travelling for donation 	Successfully Donate Plasma  Help me with in-person care facility 
Positive moments What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting? 	Received their receiving donor appreciation certificate  Delighted to help the society  It is exciting to be a part of social awareness 	Delighted about the donation  Fun to also give an opportunity to volunteer 	Delighted to help the society  Delighted about the donation 	Delighted about their receiving donor appreciation certificate  It is exciting to be a part of social awareness 
Negative moments What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming? 	Confused about the cost effects of plasma donation  Time consuming when we have to reach the donation camp  Frustrated when the needed plasma is not available 	Confused about the authenticity of the website  Time consuming when we have to reach the donation camp 	Time consuming when we have to wait in queue to donate plasma 	
Areas of opportunity How might we make each step better? What ideas do we have? What have others suggested? 	Plasma can collected in person by the team  Notifies about the availability of plasma can be updated every hour and there 	Plasma can collected in person by the team  Volunteer registration 	Plasma Plasma collection  Statistics accuracy and availability 	