

**Ideation Phase**  
**Empathize &**  
**Discover**

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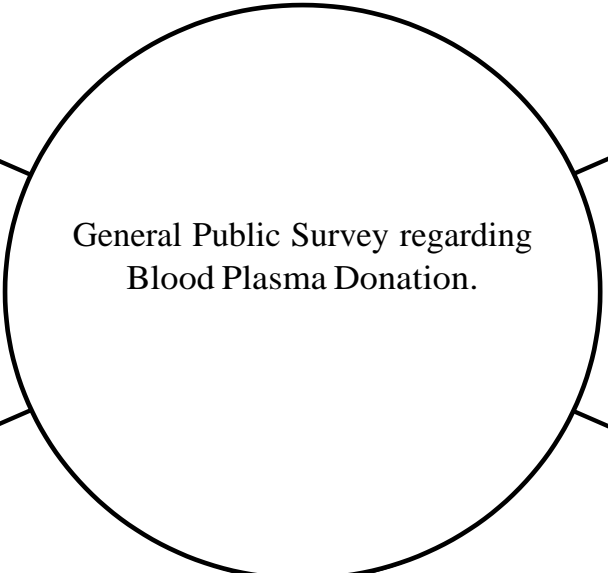
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Project Name	Project – PLASMA DONOR APPLICATION

**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.



*What do they*  
**THINK AND FEEL?**

what really counts  
major preoccupations  
worries & aspirations

- People really feel insecure when they are in shortage of blood plasma during emergencies. So there is a need of an application to assist them with blood plasma during times of crisis.
- \*Hospitals and volunteer organisations should have data banks regarding plasma donors. \*These plasma banks should have all details of the donors. \*An awareness regarding the donation of blood plasma should be given through government run hospitals.
- People worry about the side effects after they get blood plasma from the donors. This is the case when they get plasma from cured patients who had severe diseases. People aspire about user friendly applications to assist them like assistants when there is an emergency of Plasma.

*What do they*  
**HEAR?**

what friends say  
what boss say  
what influencers say

- Some encourage plasma donation and some oppose it saying that the donor might get side effects too.
- As the boss here are medical professionals and surgeons, they usually prescribe plasma donating and receiving .
- Influencers are usually limited in this field as this is a voluntary service

*What do they*  
**SEE?**

environment  
friends  
what the market offers

- They have a helpless environment in times of crisis. They usually depend on Surgeons as they are the one who provide treatment and prescription.
- As all the common people have no idea or awareness regarding the donation of plasma, even their close friends don't come forward to help them.
- Markets have no room to fill up as this is a voluntary service. But there are agents who demand money which is inhumane when life matters in these type of cases.

*What do they*  
**SAY AND DO?**

attitude in public  
appearance  
behavior towards others

- At times of emergency, people risk their life in search of Blood plasma. They feel very tensed and so developing a feared attitude.
- They appear to be helpless and clueless when there is a need of Blood Plasma during emergency times. This appearance is usually seen with poor and illiterate people.
- They welcome their donors as if like boon wishers, as these donors voluntarily help them. They submit their worries with regret to surveys.

**PAIN**

fears  
frustrations  
obstacles

- As this is a matter of life and death, people hang between the rope of life and death being without donors. They feel dreadful during these times.
- They feel tensed and frustrated, becoming prey to mental illness as they are not supported by anyone.
- Lack of awareness is the super obstacle preventing them from help.

**GAIN**

"wants" / needs  
measures of success  
obstacles

- They are in need of an assistant like an app or something to help them find donors.
- There is a super demand for an app to help them find donors of Blood plasma.
- User friendly application that helps them find donor can bring success to the creation of an app.