Plasma Donor Application
Empathy Map

What do they THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

- Is Plasma Donation Safe?
- Do I have to donate my Plasma?
- Will Anyone Come forward to Donate?
- Its going to take a long time which I don't have...
- Is this Bank to be trusted with my blood?
- Scared for their Loved Ones...

What do they HEAR?
what friends say
what boss say
what influencers say

- "Did your Contribution mean something?"
- "Don't see why you should donate now?"
- "Donation gives a satisfaction but its time consuming"
- "Heard someone got a disease from that blood bank"
- "Plasma Donors are really scarce now a days.."

What do they SEE?
environment
friends
what the market offers

- Carelessness of Blood Banks regarding the safety of the people
- The Demand and Supply gap is Widening
- People suffering without a donor
- Family and Relatives trying their best to find a donor
- People from Friends circle are donating...

What do they SAY AND DO?
attitude in public
appearance
behavior towards others

- "Difficult to find a plasma donor"
- "Already Many are donating, What difference does it make if I don't?"
- "Is it Similar to Blood Donation?"
- "By the time donors get to know its too late"
- Contacting Hospitals
- Searching for Plasma & Blood Banks
- Contacting Friends & Family
- Reaching people for help in Social Media

PAIN
fears
frustrations
obstacles

- Getting a Donor
- Finding a Trusted and Safe Blood Bank
- Time taken to donate with all the process

GAIN
"wants" / needs
measures of success
obstacles

- Find a Donor before its late
- Know about the Blood Bank and Hospital before Donation
- Reduce the time consumed by the process