

Ideation Phase

Empathize & Discover

Date	19 September 2022
Team ID	PNT2022TMID54477
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

Template



Empathy map

Plasma Donor Application

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Build empathy

The information you add here should be representative of the observations and research you've done about your users.

Says

What have we heard them say? What can we imagine them saying?

Is it necessary to donate via application

Wants to receive plasma on time

Donation is a noble cause

Uses the application

Getting a Donor

Going to hospital to donate plasma

Does

What behavior have we observed? What can we imagine them doing?

Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?

By giving our details in application, is it safe?

Having Different Priorities, different lifestyle

If I have good health, I would donate more

Save lives

Weight Loss

Boost Immunity

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

