

## Ideation Phase

### Empathize & Discover

Date	16 November 2022
Team ID	PNT2022TMID12124
Project Name	Plasma Donor Application
Maximum Marks	4 Marks

**Title: Plasma Donor Application:**

#### EMPATHY MAP

<div style="display: flex; justify-content: space-around; margin-bottom: 20px;"> <div style="background-color: #ffff00; padding: 5px; text-align: center; width: 25%;">Finding Plasma Donor Might Be Difficult</div> <div style="background-color: #ffff00; padding: 5px; text-align: center; width: 25%;">Searching In Social Media And Blood Bank For Plasma Donors</div> <div style="background-color: #ffff00; padding: 5px; text-align: center; width: 25%;">Feeling Insecure Whether Anyone Will Help</div> </div> <div style="text-align: center; margin-bottom: 20px;"> <div style="background-color: #e6e6ff; width: 60px; height: 60px; border-radius: 50%; margin: 0 auto;"></div> <p>Feels</p> </div> <p>What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?</p>	<div style="display: flex; justify-content: space-around; margin-bottom: 20px;"> <div style="background-color: #ffcc00; padding: 5px; text-align: center; width: 25%;">Contacting Blood Bank</div> <div style="background-color: #ffcc00; padding: 5px; text-align: center; width: 25%;">Contacting Friends And Families</div> <div style="background-color: #ffcc00; padding: 5px; text-align: center; width: 25%;">Sharing The Demand On Social Media</div> </div> <div style="text-align: center; margin-bottom: 20px;"> <div style="background-color: #e6e6ff; width: 60px; height: 60px; border-radius: 50%; margin: 0 auto;"></div> <p>Does</p> </div> <p>What behavior have we observed? What can we imagine them doing?</p>
<div style="display: flex; justify-content: space-around; margin-bottom: 20px;"> <div style="background-color: #ffccff; padding: 5px; text-align: center; width: 25%;">Easy Access Of Resources</div> <div style="background-color: #ffccff; padding: 5px; text-align: center; width: 25%;">Fastest Access Of Resources</div> <div style="background-color: #ffccff; padding: 5px; text-align: center; width: 25%;">Maintaining The Database Of The Donor And The Campus</div> </div> <div style="text-align: center; margin-bottom: 20px;"> <div style="background-color: #e6e6ff; width: 60px; height: 60px; border-radius: 50%; margin: 0 auto;"></div> <p>Thinks</p> </div> <p>What are their wants need hopes and dreams?  What other thoughts might influence their behavior?</p>	<div style="display: flex; justify-content: space-around; margin-bottom: 20px;"> <div style="background-color: #ccffcc; padding: 5px; text-align: center; width: 25%;">Securing Ourselves In Advance</div> <div style="background-color: #ccffcc; padding: 5px; text-align: center; width: 25%;">It Might Be Too Late By The Time Donors Get TO Know The Demand</div> <div style="background-color: #ccffcc; padding: 5px; text-align: center; width: 25%;">Finding A Donor Beforehand Just To Be Secured</div> </div> <div style="text-align: center; margin-bottom: 20px;"> <div style="background-color: #e6e6ff; width: 60px; height: 60px; border-radius: 50%; margin: 0 auto;"></div> <p>Says</p> </div> <p>what are they say? and how it would impac social</p>