Blood donation

Need:

Find a solution to facilitate the blood donation

**Empathy map: people**

Say:

* I want to donate but I don’t have time to go make an appointment and wait for hours
* I don’t know when and where to go
* ?
* ?

Think:

* If they don’t donate, other people will
* there should be an easier way to make appointments

Do:

* Delay making appointments
* Convince themselves that they don’t need to donate their blood

Feel:

* Confused
* Lazy

**Empathy map: Owner**

Say:

* Sometimes many people come at once, sometimes no one comes
* People rarely come back on their appointment’s dates

Think:

* People are lazy to came and make appointments
* People could be more motivated with a flexible process

Do:

* Use old fashioned appointments methods
* Try to organize the dates yet still pointless

Feel:

* Responsible
* Optimistic

**Define:**

* complicated appointment process
* unreachable information (location, schedule)

**Ideate:**

* create an appointment web application to ...

SELECT COUNT(\*) from reservation WHERE date\_res = "2022/06/08";