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

**Define:**

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

**Ideate:**

* create an appointment web application providing locations and schedule.