Empathy Map for Plasma Donor Application:

USER 1

SAYS
Blood Group that has the largest percentage of donors

- O positive
- O rhesus 'D' positive
- O rhesus D Pos…

THINKS
Sensitizing the public more on the significance of blood donation would improve blood donation in Nigeria

DOES
Entices donors with with monetary and material rewards.

Limits age for donating blood to 18

FEELS
Feels Social media and physical awareness engagements can boost blood donation

Donating blood is an act of saving lives.

USER 2

SAYS
I was promoted to donate because I had a friend who needed blood donation

Through PCV test, I discovered that I have enough blood. That if I give a pant, I will still be fine

THINKS
The challenge of donation is finding the required blood group, type and genotype.

DOES
Donated for a relative who was due for surgery
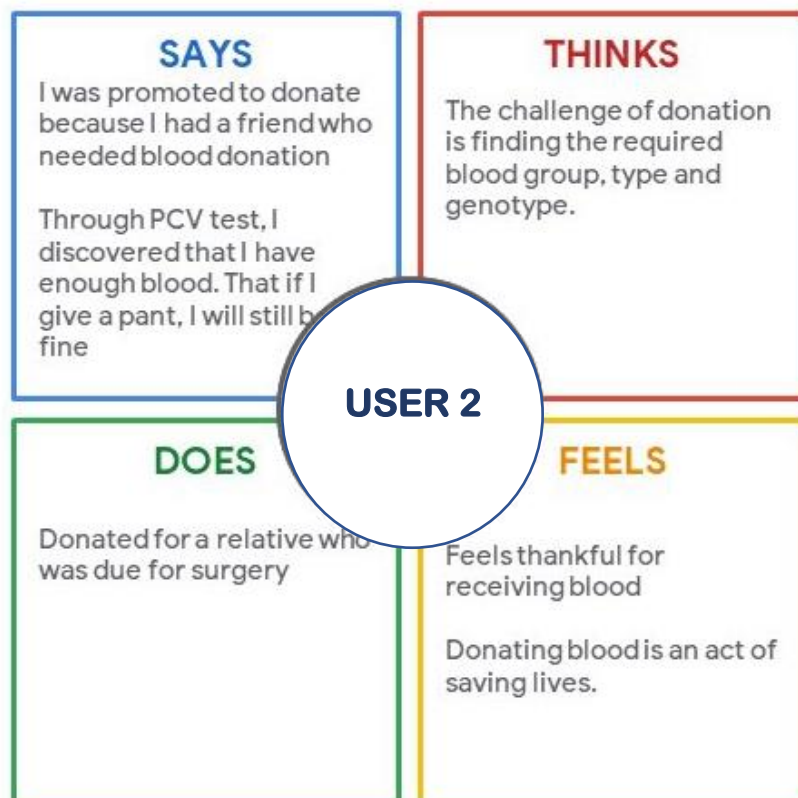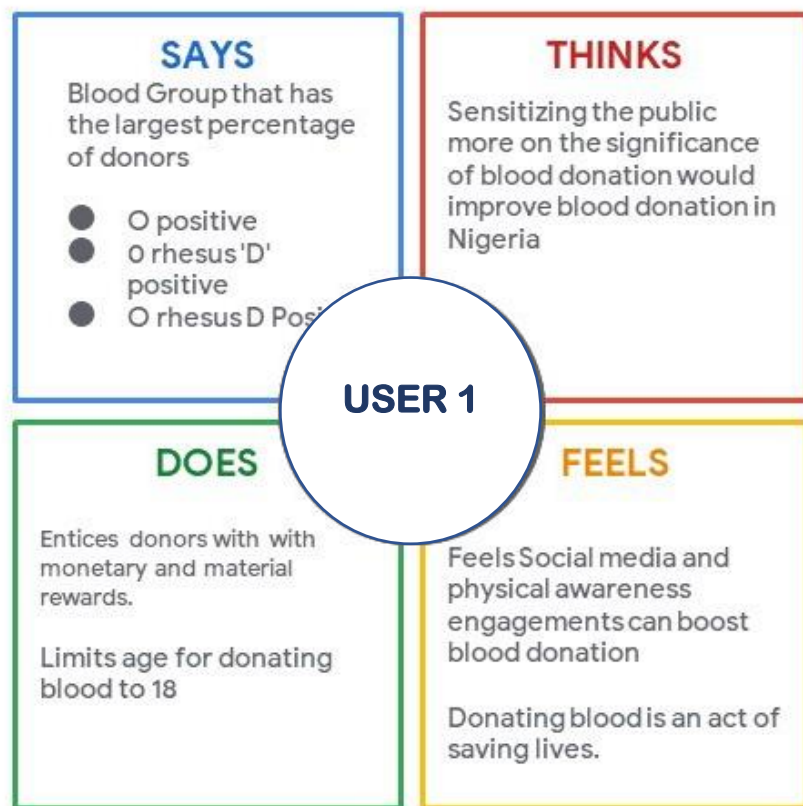
FEELS
Feels thankful for receiving blood

Donating blood is an act of saving lives.

An empathy map was needed majorly for two reasons:

1. To align the team members on a single understanding of the user, their needs and motivations.

2. To identify key insights.

Insights:
On analysing the empathy map we discovered some new insights:

- Donors are scared about their safety on returning back to the hospital.

- People want to secure a plasma donor for themselves in advance in case of any emergency.

- Most of them are ready to donate but don't have much knowledge about the therapy.

User Personas

After analysing the empathy map and the insights carefully, I created user personas and divided the users into two main categories:

1. Seekers (Relatives of the patients seeking a plasma donor)

2. Donors (People who are ready to donate their plasma)