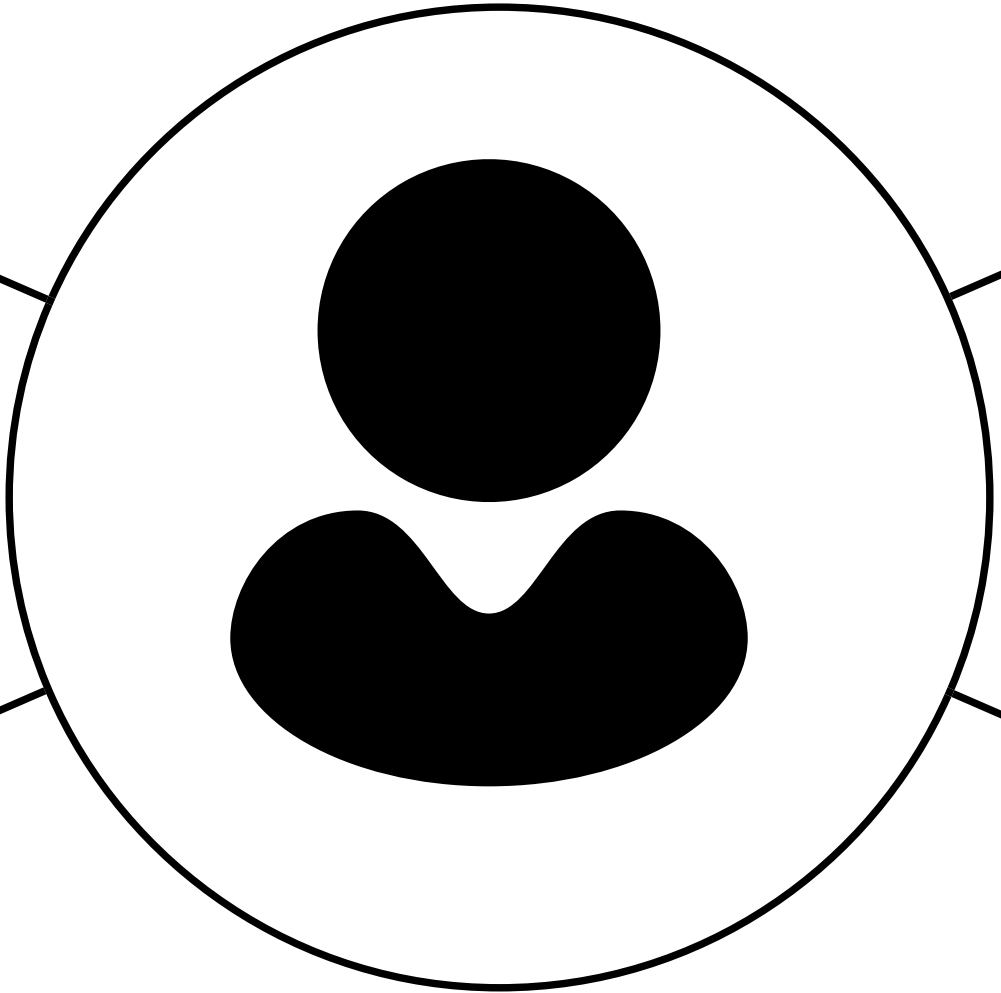


What do they
THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations



thinks to
donate
blood for
the need

donate
blood only
for friends
and family

Feels that
the
recipient is
too far

What do they
HEAR?

what friends say
what boss say
what influencers say

Someone in
need of
blood

Difficulty in
finding the
plasma
donor

What do they
SEE?

environment
friends
what the market offers

Provide
nearby
donors based
on location

Provide
nearby
Hospital
details

What do they
SAY AND DO?

attitude in public
appearance
behavior towards others

Donating
blood saves
LIFE

Never had a
cause to
seek for
blood

Contacting
Hospitals

Contacting
friends and
family

PAIN

fears
frustrations
obstacles

Promoting
Donors to
use the
app

Finding Data
about the
Hospitals and
donors

Providing
Location
based data

GAIN

"wants" / needs
measures of success
obstacles

Better way
of finding
blood

Direct
communication
between donor
and recipient

Improving
Medical
Facilities