



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

Scared for
their loved
ones

Will anyone
come
forward to
donate?

Form to
enter
requirement
details

People
suffering
without a
donor

People from
friends circle
are donating

Carelessness of
the blood banks
regarding the
safety of the
people

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Reaching
people for
help in social
media

Contacting
friends and
family

Is plasma
donation
safe?

Will this bank
use my
plasma
responsibly?

Plasma
donors are
really scarce
nowadays

It has a
comfortable
UI/UX

Heard
someone got
a disease from
that blood
bank

Great app
with wide
user reach
and help
people

Contacting
Hospitals
and public
helplines

Difficult to
find the
plasma
donor

PAIN

fears
frustrations
obstacles

Getting a
donor in
correct
timing

Finding a
safe plasma
blood bank

Difficult to
use for those
with visual
impairments

Language
barriers

GAIN

"wants" / needs
measures of success
obstacles

Finding a
donor

Ease of use

Know about
the plasma
bank

Lesser
registration
procedure
decrease
time

What do they HEAR?

what friends say
what boss say
what influencers say