



What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

- is it safe?
- will anyone come up here?
- Am i eligible for donation?

What do they HEAR?

what friends say
what boss say
what influencers say

- Simple and efficient
- Much needed Application
- indispensable

What do they SEE?

environment
friends
what the market offers

- Friendly UI
- All necessary info to carry out the process
- i it

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

- by the time donors get to know the medical criteria it's too late
- difficult to find plasma donor?
- Need to find a donor before hand just to be secure

PAIN

fears
frustrations
obstacles

- is it safe?
- unable to find the donors
- Verified donors

GAIN

"wants" / needs
measures of success
obstacles

- donor data
- Helping victims
- mismatching donors